

CUSTOMER SUCCESS STORY

salling group

føtex

Bilka

Netto 

salling group



Salling Group's retail family

When Managers Lead Learning, Adoption Follows.

How Salling Group - Denmark's largest retailer achieved in 2 months what took their previous system 2 years.

82%Login rate achieved
in Netto**2 mos**To exceed 2 years of
previous results**75%**PCI completion
target hit for 1st time**68k**Employees across all
brands

COMPANY SNAPSHOT

INDUSTRY
Retail & FMCGHQ
Aarhus, DenmarkEMPLOYEES
68,000+BRANDS
føtex, Bilka, Netto, Salling, BRMARKETS
Denmark, Germany, Poland

ABOUT

Salling Group

Denmark's largest retail group, operating 59,000 employees across fØtex, Bilka, Netto, Salling and BR.

Present in Denmark, Germany and Poland.

One of Europe's leading omni-channel retailers with a reputation for operational excellence.

KEY FACTS

68,000

+

employees

5

major brands

3

countries

THE CHALLENGE

A platform that held them back, not forward.

Before partnering with Learningbank, Salling Group faced growing frustration with their existing learning setup. Despite managing 68,000 employees across multiple brands and three countries, their L&D infrastructure wasn't keeping pace with operational needs.

Critical processes like the annual PCI compliance training required heavy manual effort. Managers had little visibility or control - they couldn't easily push relevant content, track team progress, or use learning as a genuine operational tool.

Reporting was limited, recurring activities were cumbersome to manage, and the overall experience made it hard to maintain engagement at scale.

Reports & Analytics

Limited filtering, no team-level visibility, difficult to extract insights.

Manual Administration

Too many tasks handled manually, slowing down L&D teams.

Manager Adoption

Managers couldn't use learning proactively in day-to-day operations.

Recurring Compliance

PCI and compliance flows were heavy, unclear and administratively costly.



"Too much ended up being handled manually. It made working with learning heavier than it needed to be and it made it difficult for managers to use it actively in day-to-day operations"

Allan Thessen

Senior Business Process Manager & Product Owner, Salling Group

THE SOLUTION

A learning platform that works as hard as the people who use it.

Learningbank gave Salling Group a fully branded, purpose-built learning platform that feels native to their organization. From day one, the partnership was consultative - covering roadmap reviews, SCORM structure, content guidance, rollout planning, multilingual deployment across Denmark, Germany and Poland, and ongoing support.

1 Branded Platform

Salling Group's full visual identity - logo, colors, design - is embedded in the platform, making it immediately recognizable.

2 Manager Empowerment

Managers can now push content, track team progress and use learning as a real operational tool - not just an HR checkbox.

3 Compliance Made Simple

Recurring PCI training, completion tracking and historical documentation are now automated - removing the manual burden

4 Targeted Delivery

The right content reaches the right people at the right time. Onboarding, compliance and manager training, all are precise and on-spot.

5 Expert Partnership

A dedicated Learningbank team provided hands-on sparring, SCORM guidance, multilingual rollout support and technical

6 Data & Analytics

Real reporting with meaningful filters - managers and L&D teams can finally see what's working and act on it.



“It has made a real difference to work with a partner that specialises in learning. It has elevated both the solution and the dialogue.”

Toke Busk Ross

Learning & Development Specialist, Salling Group

THE RESULTS

2 months to surpass what took 2 years in the old system.

The impact of the Learningbank rollout at Salling Group was immediate and measurable. The most striking result came from Netto, where completion rates after just two months exceeded the levels the previous system had achieved across two full years.

Netto **82%**

Netto login rate achieved

75%

PCI mandatory completion goal met

2 mos

to beat 2 years of results

100%

CEO - level positive feedback

HOW THE RESULTS UNFOLDED

- Phase 1**
Platform onboarding & branded setup - Salling Group's L&D team quickly adopted the new interface.
- Phase 2**
Manager enablement rollout - managers began actively pushing learning content to their teams.
- Month 2**
Netto achieves 82% login rate. PCI completion hits 75% target for the first time ever.
- Post-launch**
CEO-level positive feedback received. "Immense success" noted across the organization.
- Ongoing**
Multi-brand expansion continues across Germany and Poland. Recurring compliance fully automated.



"We went from a system that wasn't truly used or valued, to a platform that feels relevant. It has changed usage, follow-up and the overall learning culture."

Toke Busk Ross

Learning & Development Specialist, Salling Group

The Workforce Enablement Platform

Learningbank helps large organizations with mixed (frontline & HQ) workforces make learning a genuine business advantage - not an administrative burden.

- **Specialised in frontline & retail**
Purpose-built for the complexity of large, distributed workforces.
- **Manager-first design**
Empowers managers to use learning as a real operational lever.
- **Consultative partnership**
We don't just sell software. We help you succeed with it.
- **Branded & customizable**
Your platform, your identity - recognizable to every employee.
- **Compliance & automation**
Recurring training, documentation and reporting - all automated.
- **Multi-language & multi-market**
Proven rollout across Nordic, DACH and Eastern European markets.

"Immense success with Grow Platform" - Salling Group's own words after 2 months with Learningbank.

· Solutions delivered "exactly as needed" · Executive-level endorsement · Ongoing collaboration

Ready to transform learning in your organization?

Book a demo and see how Learningbank can work for your teams.

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