CASE **STUDY**

Gamified Learning Experience For Croma Employees

ABOUT COMPANY

Croma, the ultimate megastore for all electronics and appliances needs, is a leading retail destination that has revolutionized the shopping experience. It has established itself in the market and has gained trust with its extensive range of electronic products.

To keep the services top notch, they required a Learning Management System (LMS) for diversified training in their organization. Their L & D team was constantly looking for a robust LMS with exclusive features and gamified learning elements to enhance user engagement and effectiveness of training programs.

Croma finalized Paradiso LMS as their unified organization wide training delivery system. The LMS accommodated 3800 employee users.

SOLUTION

- We gave Croma access to our LMS, to provide training to its geographically diverse workforce. This helped in overcoming geographical barriers and ensuring a consistent learning experience for all.

- We offered gamified learning experience, offering a wide range of gamification features. This approach boosted employee motivation, knowledge retention, and engagement, resulting in a more effective and enjoyable learning experience.

- The Paradiso LMS mobile app allowed Croma employees to access training materials anytime and anywhere.

- LMS Customization for Croma employees according to its branding requirements for a seamless learning experience.

- Our comprehensive reporting system generated consolidated reports on training completion and employee progress for valuable insights.

CHALLENGES FACED

- Croma was not able to provide training to a geographically diverse workforce.

- They wanted to rule out traditional training methods and implement gamified learning instead.

- They were looking for a mobile compatible LMS app for anytime anywhere training access.

- Wanted a white label LMS to hallmark their company image

- They wanted consolidated reports that could track the training completion and report the progress of the employees.

IMPACT & RESULTS

55% Increase in effectiveness of training due to gamified learning

40% Higher course completion rates due to the mobile app accessibility

30% boost in issuing certificate after course completion with the SAP HRIS- LMS integration