YOOBIC

A GUIDE FOR RETAIL OPERATIONS AND LEARNING LEADERS

Consistent execution starts with consistent answers

How connected learning, knowledge, and AI give every associate the right answer at the moment they need it.



INSIDE THIS GUIDE

Learn
Before the shift

Find
Trusted guidance

Ask
In the moment

Improve
Close the loop

The moment of truth

It's the Saturday before Christmas, one of the busiest trading days of the year. The queue is out the door, and Ruby is the only one on the till.

Ruby joined as a seasonal hire in mid-November and did well in her induction. Now a customer wants to swap a sweater from the Black Friday sale: wrong size, no receipt.

Does the holiday returns window cover it? Can she exchange without a receipt? It might have been in her training. She doesn't remember.



WHERE THE ANSWER LIVES TODAY

Shared drive
A returns policy PDF, if she knows which version is current

Group chat
The Black Friday briefing that went out a few weeks ago

Store manager
In their head, but they're busy in the backroom

The result: a waiting customer, an interrupted manager, and an answer that might differ from the one the store down the road gives.

Knowledge exists. Finding it, trusting it, and using it is the hard part.

Most retailers don't have a knowledge problem. You've invested in training and documented your processes. The gap sits between learning something and acting on it.

01

Spread too thin
Guidance lives in documents, emails, chat groups, systems, and people's heads. Teams don't know where to look.

02

Hard to trust
When there are three versions of a policy, people stop trusting any of them.

03

Hard to use
Great content doesn't help if it isn't there at the moment of need, with a customer waiting.

For operations leaders, that means time lost searching, managers fielding routine questions, slower onboarding, and execution that varies by store.

Three people, three needs

Picture three people working in Ruby's store this week. Whatever you put in place has to serve all of them.

New starter

Needs structure from day one.

- A clear learning path
- Company values and key information
- Easy access to everyday policies

Long-time employee

Wants to grow, not repeat old training.

- Skills and performance management
- Career paths
- On-demand upskilling

Seasonal hire

Has no time for a full learning path.

- Microlearning modules
- On-demand lessons
- Quick AI answers

Your long-time colleagues stay when they can see a path forward. Your seasonal hires need to be useful from their first shift. One approach has to cover both.

THE PATH TO CLOSE THE GAP

Learn. Find. Ask. Improve.

Each one helps on its own. Connected, they close the gap: what your teams learn links to the guidance they need, and the AI Assistant answers from all of it.

1 Learn

Build knowledge before the shift with short, mobile learning in the Learning Zone.

2 Find

One trusted Knowledge Centre for policies, procedures, and product information.

3 Ask

An AI Assistant that answers in the moment, from your approved content, with a link to the source.

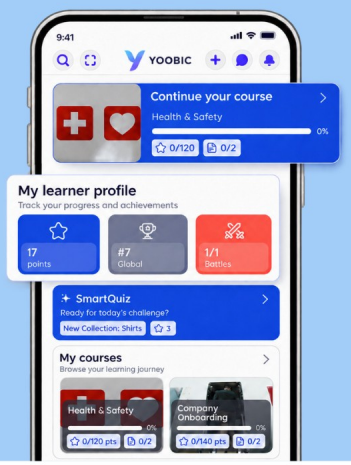
4 Improve

The questions your teams ask show HQ where guidance or training needs work.

WAY 1 · LEARN

Build the knowledge before the shift

The best time to prepare Ruby for promo weekend is before it starts: a five-minute promo briefing with a three-question quiz, on her phone, between tasks.



Learning Zone: one home for frontline learning

Short lessons that fit a shift

Mobile-first courses and quizzes, targeted by role or location, with one clear next step.

Progress at a glance

Points, rank, and competencies, so every colleague can see how they're growing.

Learning people return to

Colleagues discover relevant courses, challenge each other in Battles, and climb the Leaderboard.

See where reinforcement is needed

Most of us report on course completion. Far fewer of us can say who's actually ready. Four steps close that gap.

1. Define

Link each competency, like returns or product knowledge, to the courses that build it

2. Measure

Scores update from course and quiz results. Nobody tracks anything by hand

3. See the gaps

By business, by store, and by person

4. Act

Assign targeted learning, backed by the Knowledge Centre and AI Assistant

CUSTOMER STORY

Source: YOOBIC customer data

A specialty retailer's biggest product launch, with training that kept pace

A retailer with thousands of stores faced full resets, seasonal hiring, and new product training for a major launch. They ran launch training, reset tasks, and planning pages from one main menu on YOOBIC. Compliance and task completion went up, and sell-through was faster on priority products.

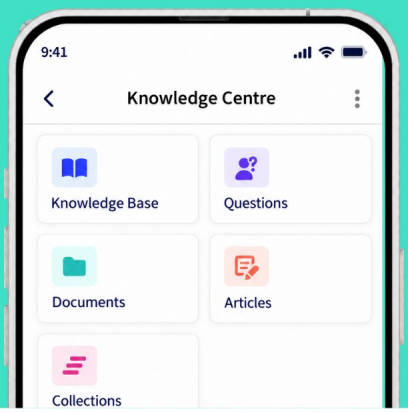
76%

average completion for launch training, against a standard 45-50%, their highest for any course

WAY 2 · FIND

Find trusted guidance

Ruby's training didn't cover an exchange without a receipt. She needs the current returns policy, on her phone. The Knowledge Centre brings policies, procedures, product information, and training into one organized home. **One place to look, instead of five.**



Why Articles make the difference

Articles are rich pages, not files. Your returns policy reads like a web page, not a PDF you pinch and zoom.

Easy to find and read: images and video, organized in folders

One truth, any language: edit once and every store sees the latest version, with translation built in

Reach and track impact: share with the right groups, notify them, and see who has read it

13,800+
Articles published on YOOBIC

850K+
documents in YOOBIC Knowledge Centres today

CUSTOMER STORY

BANG & OLUFSEN

Four choices that make knowledge usable: lessons from Bang & Olufsen

Bang & Olufsen had plenty of knowledge, including a retail handbook covering brand standards and what good looks like, spread across different systems. Rather than upload it as a PDF, they rebuilt it as living Articles for their global partner network.

Make it worth opening
Articles, podcasts, and audio, because people learn in different ways

Design for every market
Translation from day one, so every partner reads the handbook in their own language

Protect people from noise
VM, marketing, and operations each own their content, so partners see only what's relevant to them

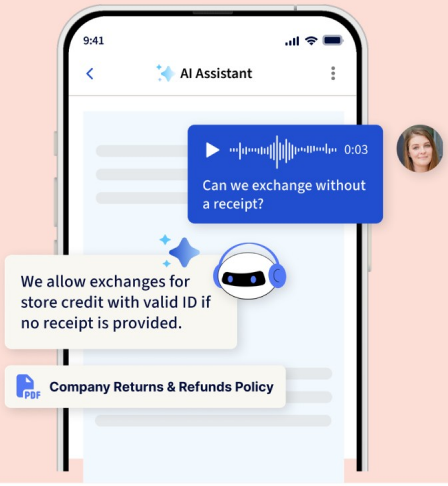
Put guidance next to action
The handbook sits beside the checklists, tasks, and campaigns people already use

The goal isn't more content. It's more relevant, more usable knowledge, and that's the foundation for AI.

WAY 3 · ASK

Ask once. Get a trusted, source-backed answer.

Ruby still has a customer in front of her and no time to browse folders. She opens the AI Assistant and asks in her own words, by typing or by voice: **can we exchange without a receipt?** The answer comes back straight away.



Answers from your content

Every answer comes from your own approved Knowledge Centre content, not the internet.

A link to the source

Every answer links to the policy it came from, so Ruby can trust it and check the detail.

How the AI Assistant works

1. Connect your knowledge

Documents, Articles, training content, and procedures already in your Knowledge Centre

2. Teams ask questions

In their own words, the way they'd ask a colleague

3. Instant answers

On the store floor, without leaving the customer

CUSTOMER STORY

TerryWhite Chemmart: an AI Assistant teams ask like a colleague

The Australian pharmacy network named its AI Assistant Carey. Teams ask it everyday questions about campaign execution, pricing and processes, training and staff admin, and eCommerce and delivery. The result: fewer support tickets and calls, and regional managers with time back for strategic priorities.

12.4K
questions asked in five months

97.8%
satisfaction rating

"Our new AI Assistant has transformed YOOBIC from a communications platform into an intelligent operations assistant. Our teams can ask questions in plain language and get the answers they need in seconds, helping them execute with greater confidence and consistency."

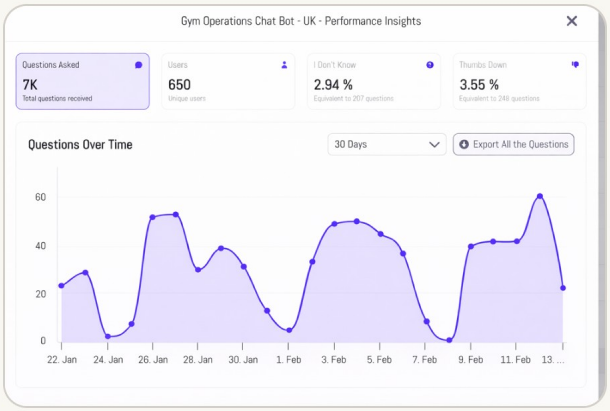
Dave Robinson, Central Operations & Network Engagement Manager, TerryWhite Chemmart

IMPROVE

Close the loop: every question is a signal

Here's the part most teams don't expect. Back in Ruby's store, another seasonal colleague asks: "A customer bought this as part of a 3-for-2. If they return one item, what do I refund?"

Neither the training nor the policy covers it, so the assistant can't answer. That gap gets flagged, and HQ updates the Article and adds the topic to next week's promo training.



Measure adoption

Questions asked, active users, and how often the assistant can answer

Find knowledge gaps

Unanswered or repeated questions show where content or training is missing

Improve content

Use real questions to refresh procedures, training, and store guidance

65% of one customer's questions fell into just three topics: planograms, HR policies, and tool access. Fix the content behind those three and you've solved most of the problem.

Source: YOOBIC customer data

WHAT CHANGES

Back to Saturday

Ruby learned the promo before her shift. The returns policy was current and easy to find. When the customer asked, she had a trusted answer in seconds. For your business, that adds up to four things.

Less time searching

Approved answers in seconds, with a source link, and more time with customers

Fewer escalations

Routine questions answered without a call, so managers get back to coaching

Faster onboarding

New and seasonal staff confident from their first shift

Consistent execution

The same guidance in every store and language, with HQ visibility into gaps

YOOBIC

YOUR NEXT STEP

Book a frontline knowledge assessment

It's a working conversation with our team, not a sales demo. Here's what we'll cover together, using your stores and your questions.

1 **Map your top questions**
What your store teams ask most often, and where the answers live today

2 **Find the gaps**
Where finding or applying guidance breaks down, and what that does to execution in store

3 **Prioritize quick wins**
Where learning, knowledge, and AI help first, with a practical plan to get there

Book your assessment

IF YOU TAKE ONE THING AWAY

Start small. One question theme, one role, one region. Then build from there.

YOOBIC brings tasks, communications, and learning together in one platform built for frontline teams, powering more than 3 million associates across 350+ retail brands.