

## CASE STUDY

# Moschino Achieves Smarter, Faster Training & Builds a Global Company Community

## Executive Summary

The world of luxury fashion moves fast, especially for global tastemaker Moschino. It knows its store teams have got to be just as quick when it comes to evolving their knowledge and customer service. That's why Moschino's number one priority was finding a tool that would make store team training smarter, faster, and highly engaging.

Moschino's main impediment was its existing LMS: It wasn't built for training deskless workers. Instead, store employees were required to leave the floor and sit in front of a computer screen for hours. This process was unrealistic, and expensive, for efficient store operations. As a result, training completion was low. Feedback from the field revealed dissatisfaction with Moschino's learning platform and program. This prompted Global Retail Training Manager, Luca Trignano, to seek a more effective and engaging training solution.



My goal was to find a training tool that is smarter, more user friendly, and most of all, available on every smartphone. YOOBIC gives us that. It has become a fundamental tool for our store teams at Moschino."

**Luca Trignano,**  
Global Retail Training Manager, Moschino

## MOSCHINO

Industry: **Luxury Fashion**

Location: **Global**

YOOBIC solutions used:  
**Communicate & Learn**

### Main objectives:

- Traditional LMS with low training adoption of training
- Hard to create and launch training programs
- Disconnected store teams
- The lack of courses in multiple languages, especially for Asia

### About Moschino

Moschino is an Italian luxury fashion house founded in 1983 by Franco Moschino in Milan. With boutiques worldwide, the company is known for beautiful, extravagant designs and specializes in ready-to-wear, handbags, and fashion accessories. Moschino has also created outfits for iconic pop legends Madonna and Lady Gaga for their world tours.

YOOBIC's social media-like look and feel caught Luca's attention for its user-friendly interface — and with its native content builder inside the platform — Luca realized it would be much easier to develop engaging, relevant microlearning content quickly.

Not only that, with YOOBIC's robust language translation capabilities, Luca would finally be able to successfully deploy learning programs globally — something Moschino hadn't been able to do.

Learning and development looks very different now for Moschino. With YOOBIC, it creates and deploys shorter, more engaging training courses and contests that store employees enjoy completing. Moschino can launch new training programs across every one of the boutiques globally, including Asia. Luca has set up dedicated spaces, called Communities, inside the app for employees to connect across time zones, share their knowledge, creativity, and insights, and support each other's learning journey. Now, training is up to 98% completion across the entire 150+ boutique network.



## Key Results

- Training program completion increased to 98% across the store network with YOOBIC.
- Communication and learning are managed and deployed globally, thanks to the translation tool in the platform.
- Global training has been launched to store teams in Asian countries for the first time.
- The store teams report being excited about training and the average rating on course are 4.7 out of 5.
- Store employees are more engaged with the company and each other because of the YOOBIC app.

# Challenges before YOOBIC

When it came to employee engagement and training, Moschino struggled with several challenges that stemmed from one problem: Its existing tools weren't built for frontline workers in a global organization.

## 1) Traditional LMS with low training adoption

To complete their training, store employees were forced to leave the boutique floor and sit at a computer for long periods of time. That was unsustainable for stores, so training just wasn't getting done. What's worse is the training was also too long, media heavy, and not engaging for learners. Feedback from the field made it clear that program design and delivery needed to be completely revamped.

Finally, language barriers, especially in Moschino's Asian markets, made it too difficult to successfully deploy global learning programs and training was left to the general managers in those regions.

## 2) Difficulty creating and launching quality training

Creating training programs for distribution in the existing LMS was expensive and time consuming. That, coupled with low adoption and employee satisfaction, meant Moschino needed to rethink how store employees would get the right kind of training the right way.

Learning programs needed to be shorter, smarter, and faster.

## 3) Disconnected store teams and lack of communication channels

The lack of a communication tool hindered employee engagement with the brand and with each other. There was a need to create a global sense of community, share knowledge, and create engagement in a fun and interactive way for Moschino's store teams. Trignano also wanted a tool to create engagement around learning programs all the way down to the frontline employees, not just the managers in the field.

For learning and development to be successful, it needed to look for a new, modern tool that was built for frontline workers on the go.

When Luca Trignano, the Global Retail Training Manager, came across YOOBIC, it caught his eye because it looked like the social media apps everyone uses in their everyday lives. It was also a bonus that the platform contained a content builder and tools to create training content and communications that are fun and engaging.



We needed a way to make our store team training more engaging and successful. When I found YOOBIC, it was a no-brainer,”

**Luca Trignano,**  
Global Retail Training Manager, Moschino

# The YOOBIC Solution

With YOOBIC, Moschino was able to relaunch a learning and development program with microlearning courses that the store teams could start, stop, and resume when time allowed. It also provided a tool for communication that enabled employee engagement and provided an outlet for the team to share information, show their style, and have some fun at the same time.

Trignano said, “The Newsfeed for communication in the app looks like Instagram and helps us push out information and training quickly to the team worldwide.”

With the launch of Communities, a feature to create groups in the app where everyone can post, share, and comment, Trignano knew he could use this tool to help boost learning and get the team connected in new and exciting ways.



When the Communities feature launched, it enabled us to let the team post their own content and share knowledge with each other. I started the “Mix and Match Contest” so the team can mix and match the new collection to create outfits, take photos, and post them in the Community. We then pick winning photos. I thought it would be fun, but I also didn’t realize how funny the team is! It’s wonderful to see all the personality and creativity from them,”

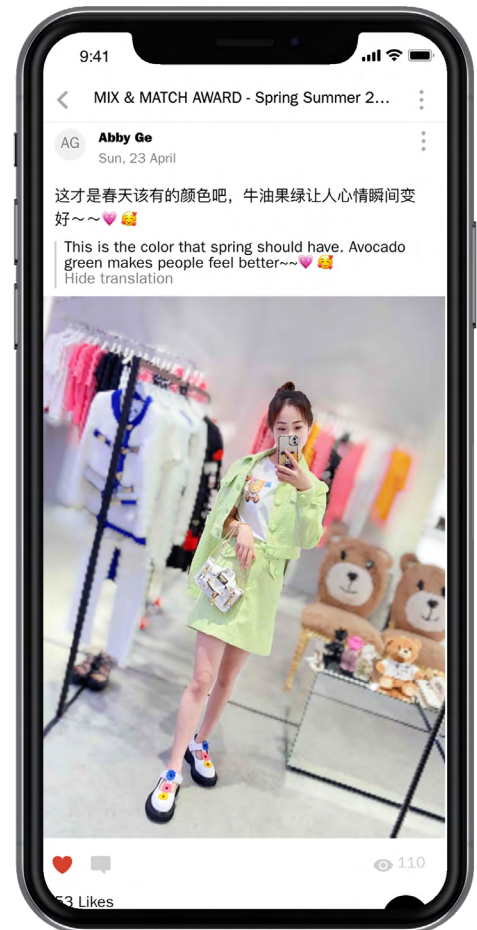
**Luca Trignano,**  
Global Retail Training Manager, Moschino

**The translation tool in the platform allows Moschino to launch content to every region globally. From Asia to Europe and North America, every location can now have centralized learning and communications.**

It has brought the global team together and users in different countries can use the translation tool in the platform to take part in the conversations. It also allows training to be deployed across all regions resulting in a consistent luxury customer experience in all 150 boutiques.

Trignano said, “With the translations in the platform, we can now launch training and communications to our locations in Asia. It has helped us to really think more carefully about our content in English, so we have short, clear training and communications. We are using multiple languages and the feedback is that translations are very good.”

All and all, the YOOBIC platform has allowed Trignano and Moschino to launch a new program of excellence for training and communication bringing the boutique network together to form a global Moschino community.



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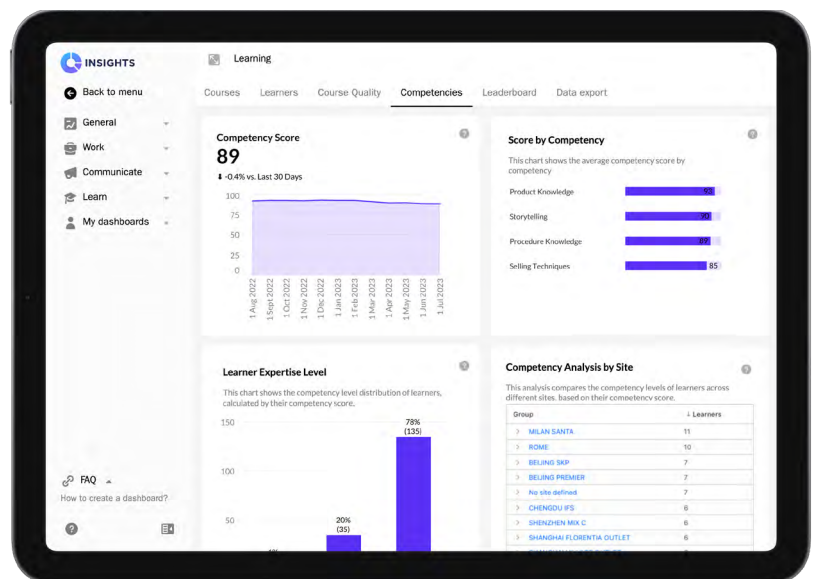
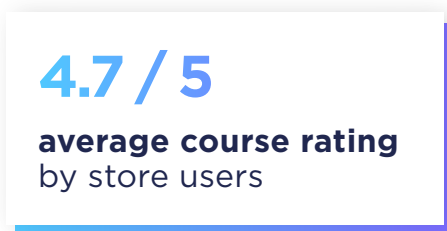
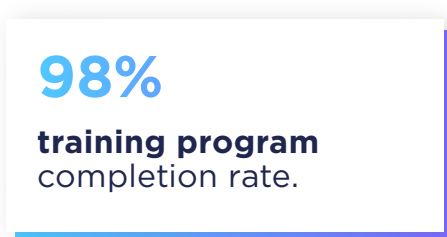
Now, everything is working perfectly, and the feedback is very positive from the field teams. I am working on ways to make our Newsfeed Posts more fun by using hashtags and developing new ideas for contests to keep the team engaged. YOOBIC is a wonderful tool for our team. It has turned around our digital learning program very quickly,”

**Luca Trignano,**  
**Global Retail Training Manager, Moschino**

# Why YOOBIC

- ✓ It enables training and communication programs that are a treat, not a punishment.
- ✓ The native content builder and features in the platform accelerate content creation, communication, and engagement.
- ✓ The translations bridge the gap for every region to take part in training and communications for Moschino's stores.
- ✓ The store teams can share ideas, their creativity and personal style, and can express themselves through fashion.
- ✓ It looks like social media and the team can learn, communicate, and have fun at the same time.
- ✓ It can build a global company community in the app where the team can show their personalities, learn, and connect with each other.

## Results



## About YOOBIC

YOOBIC is an all-in-one Frontline Employee Experience Platform. Our mobile app gives business leaders and frontline teams the performance tools they need to communicate, learn, and work - all in one place. 350+ companies around the world including Aeropostale, Lacoste, GameStop, Lancôme, Vans, Peloton and Francesca's trust YOOBIC to improve operational consistency and agility, get real-time visibility into multi-location business execution, and improve their customer experience.