



YOOBIC

## CASE STUDY

# How GANT connect their global community of store associates through better training and communication

## Executive Summary:

**GANT were on the hunt for a new way to empower their store teams to be the best possible ambassadors of their brand.**

As they rapidly expanded, GANT were looking for a way to foster a strong company culture and ensure a consistently exceptional customer experience in every GANT store globally.

With YOOBIC, GANT's store employees feel empowered with knowledge at their fingertips and are demonstrably more engaged as part of a global digital community. Corporate and HQ teams have a clear line of sight across their entire store network, allowing them to improve sales conversion and consistently achieve retail excellence.



By using YOOBIC, we have our store associates in Shanghai giving tips and engaging with our store associates in Paris. We truly believe this creates a sense of belonging and being part of a greater community”.

**Maria Klingh | Global Retail Director of GANT**

## Key Results

- **30% increase in training course completion** compared to the previous platform
- Exceeded target of **14% conversion rate** across the store network
- **90%** of retail employees use YOOBIC **on a weekly basis**

# GANT

Industry: **Fashion**

Company size: **750 stores globally, 1600+ employees**

YOOBIC solutions used:  
**Communication, Mobile Learning, Task Management**

### Main challenges:

- ✗ Disconnected store teams
- ✗ Low adoption of training courses
- ✗ Lack of centralized visibility into store operations

### About GANT

GANT has been an international brand from the beginning, founded in 1949 by a Ukrainian immigrant, Bernard Gantmacher, in Connecticut. Initially establishing an identity as purveyors of tailored men's shirts, their splashes of color and signature rolled collar became synonymous with Ivy League collegiate fashion. As the decades of success rolled on, they expanded into womenswear, childrenswear and homeware and now operate in over 70 countries with headquarters in both New Haven and Stockholm.

# Challenges before YOOBIC

When it came to the experience of their store employees, GANT were facing 3 main challenges:

## 1) Disconnected store teams

Store teams are the keystone of GANT's mission as they are the people who interact with the customers and curate their experience with the brand day to day. Therefore, GANT wanted to **have a space to be able to capture feedback from store teams and share best practices internationally**, which they were lacking.

Language barriers meant that there was a limit to who could share and receive information from who, and which store teams could connect with each other, **leading to lower levels of engagement** and restricting how agile GANT could be as an organization.

## 2) Low adoption of training courses

GANT's motto is 'never stop learning'. But the tools they used for training weren't aligned with this, as they weren't engaging enough and store teams weren't able to learn within the flow of work. **Adoption rates of the learning tools were low**, which was impacting store performance.

**GANT wanted to drive engagement with learning** from the bottom-up and find a learning tool which their employees would feel excited about. They needed a fun and engaging tool which would allow them to map out the skills and qualifications of their store teams based on the learning they had completed, identify weaker areas and measure the impact of training on factors such as brand image and sales.

## 3) Lack of centralized visibility into store operations

Two-way sharing of information was only done on a local level and **using various different tools** such as Whatsapp, Google suites and email. There were no consistent processes, tools or criteria across locations to collect data and so no access to worldwide store data in real time. As a result, there was **variation in compliance between stores**.

GANT wanted to support store teams better to achieve operational excellence, so needed to find a single tool which would enable them to collect data around VM execution, the deployment of guidelines and compliance, in order to improve conversion.



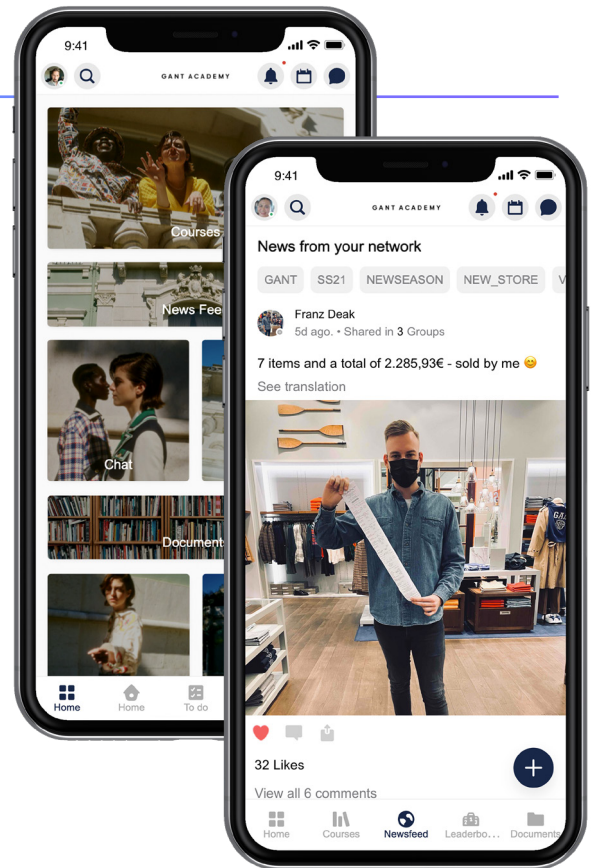
# The YOOBIC Solution

With YOOBIC, GANT **centralized all information-sharing** between stores, regional teams and HQ, established a **global digital community** of employees and embedded learning into their store teams' working day.



YOOBIC is very user-friendly and really reminds store teams of social media, which they're very accustomed to navigating. So questions around where to find information, how to navigate around the tool and all of those types of support questions have almost disappeared."

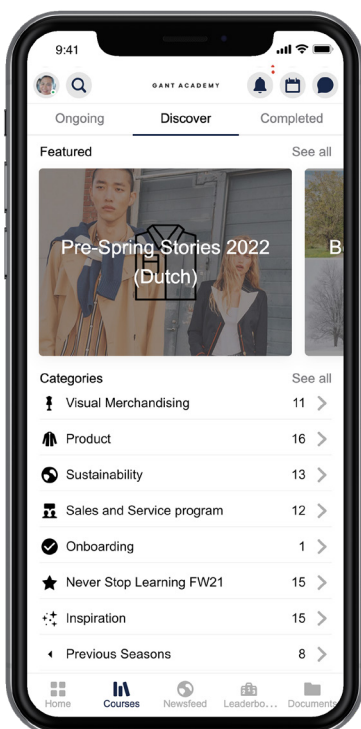
**Maria Klingh | Global Retail Director of GANT**



## Connecting a global community

GANT recognized that all of the knowledge that store teams needed to be able to deliver retail excellence was already on the shop floor. The YOOBIC app gives every employee the opportunity to **share their knowledge and connect across borders** via the newsfeed and comments sections. The YOOBIC app automatically translates comments into the user's native language, eradicating the language barriers to connection and knowledge-sharing which they had experienced previously.

Using YOOBIC to exchange knowledge, celebrate success stories and highlight best practices drives engagement and **creates a digital retail community** within the company, regardless of where employees work.



## Engaging employees with continuous learning opportunities

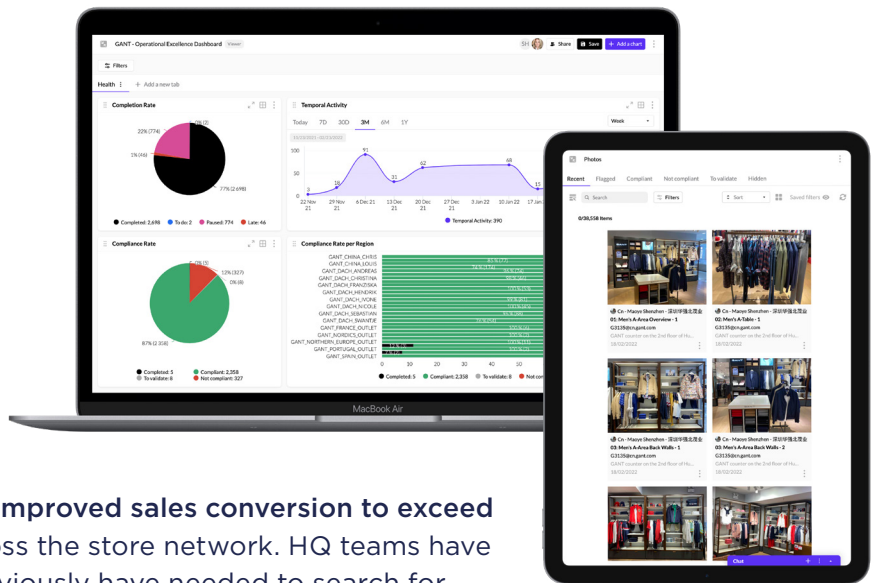
The philosophy "never stop learning" is embedded at every level of the GANT organization. In YOOBIC, GANT have found a tool which aligns fully with this motto, as the app **provides training that teams genuinely want to engage with**. YOOBIC delivers learning content in a fun and interactive way, structuring courses in the format of bite-size microlearning modules that are accessible to employees without disrupting their flow of work.

Since deciding to use YOOBIC for employee learning, **GANT have seen a 30% increase in course completion** compared to the previous tool used. The global learning team receives feedback in their YOOBIC inbox from store associates almost every day, so are constantly reshaping the learning experience in a way that most benefits store teams.

## Driving operational excellence through real-time visibility

YOOBIC provides a **standardized way to communicate with stores** and capture store data on a worldwide scale. Consistent two-way communication with stores in every location and access to **real-time store data** enables the whole organization to be more agile and **maximizes compliance**.

Therefore, the customer experience is consistent across stores globally, which has **improved sales conversion to exceed GANT's target of a 14% conversion rate** across the store network. HQ teams have enhanced visibility over data they would previously have needed to search for manually, freeing up time for higher-value tasks.



## Why GANT chose YOOBIC

- ✓ It enables **direct communication** between stores, regional teams and HQ across all locations in a **digitally connected global community**.
- ✓ It **merges multiple tools into one** and engages teams - 90% of employees now use YOOBIC to learn, communicate and find information on a weekly basis.
- ✓ It's **intuitive and fun**, it's a tool which store teams enjoy and can use autonomously.
- ✓ It **streamlines retail processes** by centralizing info in one place, so store and regional teams are more efficient.
- ✓ It **gives complete visibility across the store network** with 2-way communication, allowing the organization to be agile and continuously improve.

## Results

**30%**

**Increase in training course completion rate** compared to previous platform

Exceeded target of

**14%**

**conversion rate** across the store network

**90%**

of retail employees **use YOOBIC on a weekly basis**

## About YOOBIC

YOOBIC is an all-in-one digital workplace for frontline teams. YOOBIC provides business leaders and frontline teams with the performance tools they need to work, learn and communicate seamlessly in the flow of work. 300+ companies around the world including Lacoste, Aeropostale, Kenzo, Ralph Lauren, Peloton, Puma and Vans trust YOOBIC to drive retail performance at scale, get real-time visibility into multi-location business execution, and improve their customer experience.

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