



# Performance through learning.

OSL Retail Services trains employees to turn opportunities into transactions with learning delivered through Adobe Captivate Prime.



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*Hassan Farooqi, Manager, Learning & Enablement North America, OSL Retail Services*

## SOLUTION

Adobe Captivate Prime

## RESULTS

**75%** 30-day **COMPLETION RATE**

**250%** Increase in learning **ENGAGEMENT**



Dashboard **AUTOMATES** course delivery



eLearning **SCALES** with growing demand



## OSL Retail Services

Established in 2013

Employees: More than 2,000

Annual learners: 1,700

Mississauga, Ontario, Canada

[www.oslrs.com](http://www.oslrs.com)

### CHALLENGES

- Improve the accuracy and completeness of learner tracking
- Simplify user administration and course delivery
- Increase user engagement and course completion rates
- Support rapid company growth

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*Hassan Farooqi, Manager, Learning & Enablement North America, OSL Retail Services*

### Experiences that lead to sales

Companies everywhere are looking for a competitive edge that will help them increase sales. OSL Retail Services helps deliver such an edge through third-party services and technologies that focus on customer engagements that drive purchase decisions.

Based in Mississauga, Ontario, OSL Retail Services offers support for retail sales, direct sales, customer acquisition, merchandising, data analytics, and operational optimization across North America. The cornerstone of OSL's turnkey retail solution is highly-profiled, trained, and technically proficient sales associates. The company provides permanent, part-time, and seasonal sales forces to its clients including Walmart, Samsung, Huawei, and Bell. OSL's retail solutions portfolio includes sales and operations assistance in the wireless telecommunications sector for which the company recruits, hires, and trains sales associates to provide world-class customer experience through new activations, hardware upgrades, prepaid, and accessories sales.

More than 2,000 OSL employees work in dozens of markets across Canada and the United States, and the company is growing rapidly across North America. OSL thinks its workforce could double by the end of 2018. One challenge the company faces is delivering skill-based and technical learning to its employees across North America with both French- and English-speaking salespeople.

“We deliver learning to more than 1,700 OSL employees annually, but our old learning management system was unable to cope with our growth,” says Hassan Farooqi, Manager, Learning & Enablement North America, OSL Retail Services. “Implementing Adobe Captivate Prime as our LMS has dramatically improved our sales and operational performance, and has provided a more efficient avenue for learning.”

### Intuitive use, effective reporting

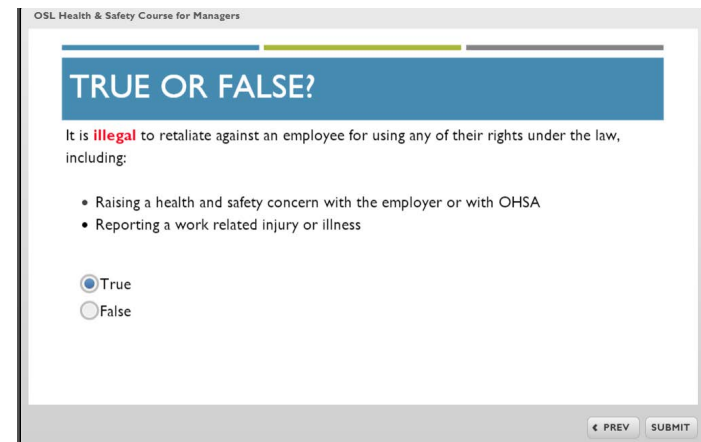
The learning team at OSL has developed approximately 100 content modules for 60 unique courses, including instructions about specific wireless carriers' offers and manufacturers' devices, and compliance topics such as loss prevention, accessibility, and health and safety. Roughly 90% of the learning content at OSL is measured through a mix of courses and assessments. The rest is supplementary material such as job aids. Content includes videos, presentations, documents, and interactive elements, which have been developed in-house or adapted from client materials.

The old learning management system (LMS) created multiple challenges. It couldn't support the development and management of learning programs and plans; it had problems with device compatibility; and it required external administrators for tasks such as regional language delivery. OSL users also thought the user interface (UI) was too complicated and reporting quality was poor.

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“Since moving to Adobe Captivate Prime, OSL has increased learning engagement by 250%. We’ve also seen our 30-day course completion rate jump from 30% on the previous LMS solution to over 75% on Captivate Prime.”

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The Captivate Prime UI lets users easily access LMS features without navigating multiple pages. Reporting capabilities enable OSL managers to create standardized reports that allow user groups to view learning data based on their specific roles and responsibilities. Managers can track course progress and OSL gains new insights into its business, including learner performance and course effectiveness.

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OSL expects engagement to climb even higher because the Fluidic Player in Adobe Captivate Prime powers course delivery to any device without special downloads. None of the other LMSs that OSL evaluated could offer the same mix of usability, reporting, and mobile-friendly multi-device support.

### Time-saving administrative tools

With its previous LMS solution, OSL continually had to manage user onboarding and offboarding manually, which sometimes resulted in duplicated users or other errors. OSL also couldn't assign language-based learning through the old LMS, which meant that all users were assigned courses in French and English. Consequently, OSL couldn't evaluate learning completion accurately without combing through thousands of lines of data, and the added work inhibited the learning team's ability to scale learning capabilities to meet organizational requirements.

“The learner dashboard in Adobe Captivate Prime is one of the best features in the software,” Farooqi says. “It lets OSL administrators automate course delivery—including language selection—and automatically emails reminders to learners who haven't completed a course by its due date. The fact that there are catalogs for enabling or disabling a course so only specific people can see what's going on is also very helpful.”

## SOLUTION AT A GLANCE

Adobe Captivate Prime

With skill mapping in Adobe Captivate Prime, OSL focuses on levels of knowledge, experience, and skill, and awards learner badges at each assessment level. Certain courses cannot be unlocked until the learner has successfully completed one or more of the courses that precede it in the map. Now that the skill maps are established, OSL plans to develop certifications for more formalized achievement recognition.

### Expert help for optimization

To help ensure the success of OSL's Adobe Captivate Prime implementation, the Adobe support team aided initial setup, which includes three tenants (corporate, Canada, and the United States), coordinated engineering assistance, and helped oversee complex tasks such as learning plan development. They also provided important guidance to the OSL team for report development and generation.

"Adobe support was critical for OSL," says Farooqi. "They were patient and thorough, and our salesperson negotiated flexible contracting for adding Captivate Prime seats as needed, rather than pre-purchasing them. This is a partnership that we hope will support OSL's growth and training success for years to come."

For more information

[www.adobe.com/products/captivateprime.html](http://www.adobe.com/products/captivateprime.html)



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