



Case Study

BUILDING A KNOWLEDGE SHARING CULTURE TO ELEVATE CUSTOMER SERVICE

HOW THE IGA INSTITUTE LAUNCHED ITS 'WAY TO CARE' LEARNING PROGRAM ACROSS 10,000 FOOD RETAILERS WORLDWIDE.



SECTOR: RETAIL (RETAIL AFFILIATE OF IGA)

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BEST USE OF
BLENDED LEARNING





The IGA Institute is a people development organization dedicated to providing learning resources for food retailers worldwide. As an educational organization, it serves more than 10,000 businesses with blended training programs that include 160+ industry-specific online courses divided into eight different libraries. The Institute also provides retailers and associations with their own branded online corporate universities.



LEARNING GOAL OVERVIEW

Customer service was the main goal of IGA with the Docebo platform, and needed to be at the heart of the retail business model. It is a vital element of the store's operations as it impacts the

bottom line and affects how the company is viewed in the public eye. IGA's project vision is to provide an excellent shopping experience for every shopper, leveraging the authentic strength of IGA retailers.



CUSTOMER CHALLENGE

Attempts to improve customer service are frequent in IGA and in the grocery industry. The expectation for great service is a challenge all grocers face, but as local operators, IGA stores have insight into their shoppers lives and community; and the freedom to customize their service and offerings.

Great customer service is difficult to deliver for many reasons:

- It's a moving target that is difficult to define
- It's not instinctive
- Clients see what retailers don't
- It relies heavily on human beings
- It needs consistency day-in and day-out



SOLUTION

The IGA Institute understands the root of good (and bad) customer service is organizational culture. Thus, they needed a training strategy that required refining store culture. The strategy was set in motion with two stages:

Stage 1: Identification of 11 behaviors that demonstrated great customer service. In order to design a valuable intervention,

a trusted insight and a rigorous process were required.

STAGE 2: After the key behaviors were identified, the Institute Approach was incorporated. The initial prototype was tested in seven stores, resulting in a training solution and the name for the program: **IGA Way to Care**. The IGA Way to Care program would offer the



resources, support and guidance to enhance stores shopping experience and meet the levels of the industry-leaders.

The information and findings of Stage One, in conjunction with this initial field prototype, lead the team to a model divided into three phases:

Assessment: Store Analysis

Influencing Change: Training

Continual Progress: Ongoing Management

To offer an excellent shopping experience, every member of the store needs to be invested in providing personalized and authentic shopper care.

PHASE 1 Assessment - Store Analysis:

This included store assessments, measuring existing shopper satisfaction and performance of shopper service

behaviours. Associate surveys measuring to overall leadership were also conducted to assess effectiveness.

PHASE 2 Influencing Change - Training:

This included a Culture and Mission Workshop for Owners/District Managers along with a series of online leadership courses for managers, explaining the tactics and methods for building an engaged team and service culture within the store. Docebo's LMS, available through the IGA Institute, also supported leaders in managing and tracking their associates learning process.

PHASE 3 Continual Progress - Ongoing Management:

Monthly calls were hosted to discuss important milestones, associate and leadership surveys were conducted and monthly reports including shipper feedback were also produced.



RESULTS

With its new strategy in place, IGA Institute reaffirmed that the majority of learning happens informally, making it necessary to strategize how to effectively learn together. When managers give up the responsibility to develop their people, they miss the opportunity to teach within

the environment that learning actually happens. In fact, studies have shown informal learning makes up the vast majority of workplace learning, perhaps as much as 80%. People learn from interacting with their peers, managers, or experts in their organizations.

Docebo is changing the way people learn through artificial intelligence. While traditional enterprise learning technologies have dictated the way people learn with formal courses pushed from the top down, Docebo's AI Learning Platform facilitates personalized and automated learning experiences in the flow of work to drive growth, organizational performance and revenue. Docebo is designed to power a cohesive L&D strategy, and has been embraced by more than 1,400 companies around the world for its ability to satisfy multiple use cases for both internal and external enterprise learning.