



BENSONS FOR BEDS

CASE STUDY

Delivering massive levels of learner love!

The UK's largest bed retailer with over 300 stores.



"Two years ago, the three combined businesses (Bensons, Bed Shed & Sleepmasters) were making a double digit million pound loss. Two and half years on in a market that has been suffering terribly and the combined businesses are now making a double digit million pound profit. We're really proud of what we've achieved. It can't be a coincidence that the Academy has been a part of that since the inception to where we are now."

– Noel Jolly, Head of HR for Steinhoff Retail

Bensons for Beds is the UK's largest bed retailer specializing in beds, mattresses and bedroom furniture. It's part of Steinhoff UK Retail Limited, which also owns UK furniture brands Harveys and Cargo. To give an idea of the scale of the business, Steinhoff employs roughly 90,000 people worldwide.

This story begins back in October 2011, following Bensons' merger with sister companies Sleepmasters and Bed Shed. These three bedtime behemoths competed in the same market and had the same owners but remained fierce competitors. It could have been a recipe for disaster. Faced with the challenge of bringing together three heavyweights of bed retailing, Bensons for Beds contacted Growth Engineering.

GOAL #1 - Staff engagement and motivation:

Merging business cultures often challenges staff engagement and motivation. The learning project instituted throughout the business had to turn Bensons for Beds into a unified force.

GOAL #2 - Consistency of standards and improving performance:

This learning project needed to deliver a consistent approach to Bensons' sales process. The three businesses had to be united under one sales process that helped to spark business growth.

GOAL #3 - Business streamlining and cost removal:

As a result of the merger, attrition had increased as Bensons were getting the processes right. Staff were being replaced quicker than Bensons' training delivery rate. Bensons needed to get the message regarding the sales process across to their team, quicker.

GOAL #4 - Branding and customer recognition:

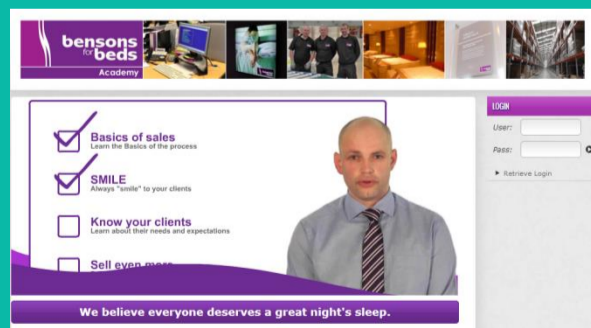
The learning project needed to deliver the internal message and reflect Bensons' vibrant new image.

GOAL #5 - Clear and consistent channels of communication/development opportunities:

Bensons were keen to create a solution that encouraged **continual** professional development.

THE SOLUTION

Bensons Academy



Bensons Academy is a feature-heavy Learning Management System (or online learning portal) that is fully branded according to Bensons' requirements. It's also a fully online solution. Members of the Bensons team are thus able to log on at any time and access high-quality training content. Best of all, the Academy and the content on it is accessible through smartphones and tablets, so learning can happen on the go. Bensons Academy hosts a library of sales training content from the Institute of Sales & Marketing Management and bespoke eLearning content developed by Growth Engineering.

The bespoke eLearning content aims to equip employees with new sales skills, whilst enabling staff to achieve targets through improved sales processes. To help maximise engagement, these units were built to be as interactive as possible and to include plenty of video to capture and maintain learner's attentions.

The ISMM is the only professional association recognized by UK Government regulatory body, Ofqual, as an awarding organization offering qualifications in sales, marketing and sales management. With Bensons Academy loaded up with this accredited content, Bensons can offer a training solution for their salespeople that provides meaningful on-the-job benefits, no matter their level of experience.

GAMIFICATION FEATURE BOX!

- ⚡ Badges
- ⚡ Achievements
- ⚡ Experience Points
- ⚡ Levels
- ⚡ Leaderboards

THE RESULTS:



#1 WINNING ENGAGEMENT:

"We've had 1,000 people working their way through the system. We're now approaching 13,000 log-ins, which means that people want to do it. The investment is minimal compared to the performance increase. It's also been about engaging learners. Yes, it's paid for itself, yes it's made the business successful, but most importantly it's made the staff engaged and happy!"

– Noel Jolly, Head of HR for Steinhoff Retail

#2 WINNING EVEN MORE ENGAGEMENT:

Bensons estimate that their Academy has cut their attrition rate from **51%** to **23%**, halving their turnover. In a work force of around 1,800 people, that's approximately **450 fewer people moving on per year**.

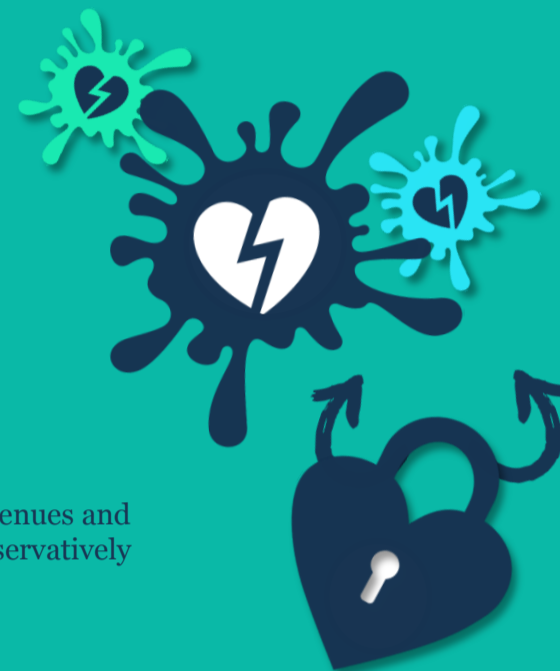
The cost of on-boarding, inducting and training 450 new Bensons staff would be between £3,000-£6,000 per head. That's **£1,350,000** (450 x £3,000) that Bensons will save per year, for the foreseeable future.

#3 CUTTING TRAINING COSTS:

The online training cut costs by reducing the number of induction days, reducing the cost of travel, venues and trainers and by reducing the time that members of staff need to be off the shop floor. Bensons conservatively estimates this figure to be around £500,000.

#4 REPRESENTATIVE LEADERBOARDS:

Research has shown that the higher an individual is on The Bensons Academy Leaderboards, the better their performance within the business.



BENSONS ACADEMY STAT BOX:

- 2,051 **Learners** on platform
- 41 **eLearning/Video** units (1,500+ views over the last 3 months)
- 7 **Assessments**
- 8 **Tests**
- Over 2,000 **Materials** downloaded in the last 3 months.

Learner Testimonials



Ryan Dowling on 'Core Sales Skills' – *'Very interesting. Covers all types of sales!'*



Roderick Birks on 'Core Sales Skills' – *'Brings to light a few things we should do but forget every now and then!'*



Jason Crawford on 'SMILE' – *'A very informative and effective tool that has given me a couple of new ideas on approach and closing.'*



Alan Squire on 'General Administration' – *'Detailed information which was very useful and informative. Worth reviewing to take it all in.'*

CONTACT US

If we've piqued your interest, we want to hear from you!

Address:
44 Peascod Street,
Windsor, Berkshire,
SL4 1DE

Telephone:
01753 840 331

Email:
hello@growthengineering.co.uk

www.growthengineering.co.uk