



Noni B Group consolidating all their acquired brands into one App for training

Tell us how you got started with World Manager and what you use it for?

The Noni B Group has acquired a number of brands over the past three years - each with their own set of documents and training resources, so we needed a solution that would consolidate everything onto the one platform. One of the brands was already using World Manager, so we knew it was the right solution for us.

Currently we use the Communication suite to send business critical information to the network and store our operational documentation such as manuals and user guides, but we are working on launching new tools and suites to increase usage.

What did you do before the platform was in place?

Each brand had its own intranet or process for communicating with their teams. We took the opportunity to review all these individual platforms and decided the best approach was to consolidate into one system that covered all aspects of our business.

How did you approach launching the platform to ensure its success, did the users require much training?

We decided to roll the platform in stages, to ensure we gave the teams enough time to become familiar with the tools. We used teaser campaigns when launching into new countries and created step-by-step training guides that were easy to follow. We also conducted training via conference call sessions to ensure our leaders and champions of the platform were given a full understanding of the functionality. Although, we find that the platform is quite intuitive and easy to navigate, we feel this multi-faceted approach was key to the platform's success.

Do you use the mobile app and if so, what advantages do you see?

The mobile app is essential for our regional sales managers and field teams to be able to do their jobs. From reading notices to looking up documentation saved in manuals & files on the go – it makes their time on the road so much easier!

Are there any specific features of the platform that you find add value to your business?

Our customised dashboard creates a point of interest for our teams, allowing them to see relevant and valuable information at their fingertips. With the introduction of forums in the future we hope to celebrate our teams' successes in each region and focus on improving morale through this tool. We love that the platform has improved efficiency for our store teams and simplified daily tasks. ICON is the 'go-to' for any store-related tasks which makes it easy for management to track compliance and follow up outstanding training or items.

What advice/ tips would you give other users that about to launch, or looking to use it more effectively?

If utilising multiple key administrators to maintain your platform, consistent communication is critical to preserve the integrity and effectiveness of the content. Ensure that each person posting content knows their target audience and is clear in the message the company wants to share. By engaging with your team members through your dashboard from the start, you will have no trouble getting them to sign in and check what's new, each and every day! I would also encourage anyone starting out to ask for help for your World Manager relationship team – they were a key part in the successful launch of our platform.