



Villeroy & Boch

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Villeroy & Boch (V&B) is the world's leading ceramics producer, creating both premium tableware and designer bathrooms while employing 8,000 people worldwide.

Using Curatr and Learning Locker, V&B were able to demonstrate a €2.5m return on their training investment, using xAPI.

The Challenge

In response to a challenging sales and environment and research that suggests 85% of purchase motivation for premium products is emotional, a new sales training programme was created focusing on identifying emotional purchase motivation and promoting the Villeroy & Boch brand throughout the sales conversation.

The Solution

Data from both learning and performance systems was tracked using xAPI, including store sales data direct from SAP.

V&B had an opportunity to run an A / B split campaign – giving some stores just the online social learning component and others the full 'blended' approach.

The Result

The 'A' sample represented stores that took just the online 'social' component. The 'B' sample benefitted from the full blended programme.

Whilst both sets of stores improved, it was the B sample that took the biggest leap forward. Stores in the 'B' sample performed 5.41% better than 'A' sample stores when it came to Average Transaction Values.

Again the 'B' sample outperformed on customer conversion rate; up 1.17% on historical results, an improvement 0.62% on the 'A' sample.

