

How ORRA Standardized Training for their Sales Staff with Enthral



The Spark for Learning Innovation



Industry:
Retail, Jewellery



Employee Size:
1,001–5,000



Expanse of operations:
**93 stores across
39 cities**



Business Need: A **unified platform to train sales staff** spread across locations

ORRA Fine Jewellery began its dazzling journey in 1888 by participating in trade markets of Paris and Basra, and later sourcing, manufacturing and sculpting diamonds. Today, its award-winning jewellery collection showcases stellar craftsmanship, merging traditional indigenous designs with modern aesthetics.

With a vision to become the country's most trusted Diamond & Platinum Jewellery brand, Orra wanted to create an ecosystem encompassing all its stakeholders, so as to delight customers through its products for various occasions.

The aim was to achieve this by nurturing a highly competent and enthusiastic workforce. In this backdrop, the company was looking for a learning platform that could successfully train its 1,400-strong sales staff spread in its stores across the country.



The Learning Perspective at ORRA

ORRA wanted a learning platform that could engage its sales staff enough to improve their learning uptake. It was looking for a platform that integrated well with its other tech stack and also ensured quality training content.

Its learning platform had to fulfil challenges like below:

Challenge 1: Reaching a Mass Audience

ORRA's biggest challenge was delivering consistent training programs to a mass set of learners that mainly consisted of its staff spread across stores. The staff required regular training modules for refresher sessions on latest product and process guidelines, customer support and service regulations.

Challenge 2: Limited Manpower for Training

Regular staff training was a key need since being a retail jewellery brand, ORRA constantly introduces new features and variations in its exquisite range. However, due to limited manpower available for training, implementing effective training programs was becoming a challenge. The introduction of e-learning significantly reduced dependency on trainers, enabling broader training access to staff beyond the constraints of physical training sessions.

Challenge 3: Limited Access to Mandatory Modules

Another significant challenge was the restricted availability of mandatory modules crucial for franchise staff training, including vital topics such as customer service, product knowledge and safety protocols. Ensuring access to these modules was imperative for upholding consistent service standards and ensuring compliance with company policies across all locations.

The Enthral Differentiator

Enthral worked closely with ORRA to understand how they could elevate their employee learning so that their staff could stay abreast with latest guidelines on product and process, customer support and service regulations to efficiently serve customers.

Enthral offered ORRA its feature-rich LMS to successfully create unified learning through a single learning platform.

Here's what Enthral offered ORRA:

Easy & Continuous Learning:

Enthral's LMS ensured that training content on topics like 'Impact and Influence', 'Email Etiquettes' and 'Practicing Business Etiquettes', that help improve the skills and performance of the workforce, was easily accessible to the learners.

Integrations:

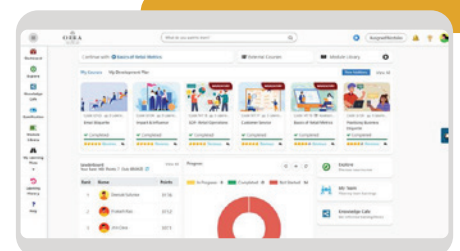
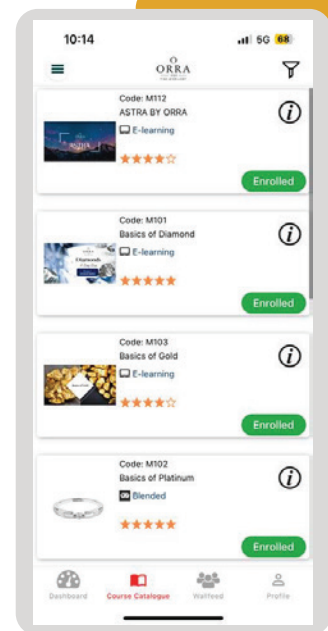
Enthral's LMS smoothly integrated with ORRA's Human Capital Management (HCM) platform, Darwinbox, simplifying the process of creating user profiles. With this, user data management became more streamlined. It also allowed ORRA's HR and L&D teams to effortlessly track employee progress, deliver tailored learning content and ensure continuous upskilling within the organization.

Mobile Learning:

With Enthral, ORRA enabled flexible learning on-the-go, anytime and anywhere for its workforce. The training met busy learners where they were, allowing them to seamlessly integrate learning into their busy schedules. The staff could access training content at their own pace and were no longer constrained by traditional training modules. This enabled ORRA to successfully overcome a key challenge they were facing in their previous LMS, that of user disinterest in accessing the platform.

Back-end Support:

Enthral's tech support team ensured seamless functionality for ORRA's LMS. The system was optimized for efficient performance, providing ease of accessibility and faster response time between both teams.



Business Gains: The Enthral Advantage

Through Enthral's LMS, ORRA successfully facilitated a self-directed approach to on-the-job learning for its staff.

SNAPSHOTS OF BENEFITS:

Improved Training Uptake:

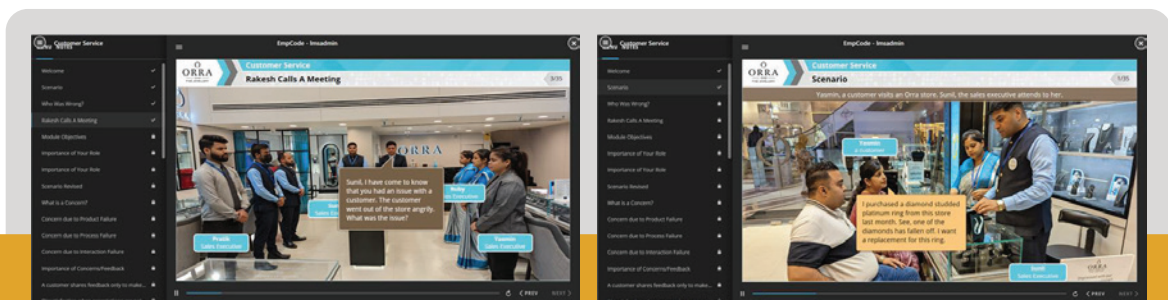
ORRA wanted to ensure that its users were well acquainted with the LMS features so that they could have access to information download whenever they needed. Enthral's user-friendly interface played a pivotal role here, ensuring rapid adoption and training. Enthral also conducted regular training sessions with the ORRA staff, significantly enhancing training session engagement.

Better Learning Outcomes:

Enthral equipped ORRA with dynamic tools for delivering real-time training to the dispersed store staff who could complete them flexibly at their convenience. Fresh training modules were uploaded in the LMS from time-to-time and the completion report could easily be fetched on a daily basis from the Course Progress Report section. With this, ORRA achieved improved completion rates and enhanced knowledge levels.

Just-in-time Learning:

Enthral empowered ORRA to facilitate quick and accessible learning by offering learners easy on-the-job learning opportunities at their fingertips. The LMS empowered learners to independently engage in learning courses, leading to a self-directed approach to skill enhancement.



“Enthral LMS is an easy-to-access platform which provides remote access to Android as well as iOS users. Ease of module upload, assigning course to users, tracking LMS traffic through different reports and active user count are some of the features that make it a very useful tool.”


Aarti Nair Rhai

Chief Human Resource Officer, ORRA Fine Jewellery

“The Enthral backend team always provides timely support, thereby ensuring that the LMS performance is hassle-free. In fact, thanks to this support, the LMS can act as a ready-reckoner for any new or existing employee in the organization.”

Apneesh Singh

Senior Manager- Capability Development, ORRA Fine Jewellery



**Want to see how Enthral can
drive learning transformation
for your company?**

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