

Case Study: Georg Jensen

Learning Management



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Client Situation

With a history spanning more than one hundred years, the Georg Jensen brand represents quality craftsmanship and timeless aesthetic design, providing lifestyle products including fine jewellery, watches, home decor, dining, and seasonal products. The company operates in retail, wholesale, and E-commerce channels.

Georg Jensen is in fifteen countries and on four continents. The firm operates production facilities in Denmark and Thailand, an international retail network of one hundred stores and wholesale accounts. Georg Jensen collaborates with more than twenty-five key external suppliers in China, Portugal, Thailand, Slovenia, Turkey, and Denmark.

The firm needed to improve its training processes across its global operations. It selected Damstra's eLearning platform to reduce training delivery expenses, improve employee engagement, and provide consistent, customized content.

Challenges

Prior to implementing eLearning, Georg Jensen was facing the following training challenges:

- **Classroom Model**
The need to leverage instructional content from face-to-face to online resources globally.
- **Interactive, Ease of Use**
The need to offer engaging, customised, consistent content shared easily.



Damstra Solution

eLearning offers intelligent, connected, on-demand learning with modules that include:

Inspired Learning Management

- Upload existing training materials and automatically convert into interactive modules or create and edit content.
- Automate scheduling of training based on rules, learning paths, and learning success.
- Learn anywhere on the go with mobile access.
- Intuitive, real-time dashboard.

Training Needs Analysis

- Create learning path for team members.
- Plan future workforce and skills requirements.
- Create achievements for skills development.

eLearning Course Development

- Use expert team of instructional and media designers to build best practice eLearning modules with engaging content.
- Identify learning and development trends and how to incorporate blended and micro-learning.
- Utilise prepared content from the Damstra Learning Marketplace.

360 Degree Virtual Reality Courses

- Engage with 360-degree video on a smartphone.
- Experience more engagement, especially in compliance training.
- Retain deeper learning experience.

Damstra's Learning Management Platform helped Georg Jensen:

- Train team members online, globally
- Develop consistent, customized content
- Engage team members with interactive, video instructional design

Outcomes

Since implementing Damstra's Learning Management Platform, Georg Jensen trained global team members online. Instructional content was leveraged across all time zones. Two hundred fifty engaging, interactive lessons were published and available on-demand. Consistent content was easily shared.

ABOUT DAMSTRA TECHNOLOGY

eLearning Management is a module in Damstra Technology's Enterprise Protection Platform (EPP). This comprehensive platform helps organisations maximise performance, safety, and profitability by orchestrating disparate processes and technologies.



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