

- because the beauty is already in you - Discover Shiseido **- an international learning and training ecosystem for professionals**

The Japanese company Shiseido Company, Limited (株式会社資生堂), which was founded in 1872 in tradition-conscious Japan, enables Shiseido employees and the employees of all trade partners in 11 countries / country groups in 8 languages to acquire knowledge about the company Shiseido and its outstanding products in a playful and interactive way with the training ecosystem DISCOVER SHISEIDO.

It is of utmost importance for the Shiseido company to make this online learning offer available as an offer to its trade partners for a modern, future-oriented way of imparting knowledge as a supplement to classical training (approx. 10,000 participants are trained annually in Germany alone). The total number of currently potentially accessible users is approx. 350,000.

All learning units can be customised and made visible for the needs of the sales partners of the individual markets/countries.

Product description // The story and the technology behind it

Discover Shiseido International (DSI):

- *is a learning eco-system to satisfy the learning needs of its own staff (internal) in sales/distribution and for all staff in sales and counselling of the most diverse regional distribution channels at the POS.*
- *is currently available in 8 languages (English, German, French, Spanish, Italian, Portuguese, Polish and Russian)*
- *is sustainable, long-term and qualitatively in line with the value of the Shiseido brand.*
- *Enables individualisation of the visibility of all content by country and distribution channel*
- *can quantitatively and qualitatively map all learning needs that arise at the POS and in the application*
- *can visualise the individual learning status of learners in a comprehensible and certifiable way*
- *Contains a loyalty programme for long-term motivation*
- *is available 24 hours a day as a supplement to traditional training (classroom)*
- *is primarily tailored as a learning ecosystem to meet all the needs of employees at the POS and in product application.*
- *All Shiseido employees and all of the company's retail partners can register. (approx. 10,000 in Germany)*

Needs assessment and further development of the platform by:

- *the learners: regular feedback requests in the course of a season and when new learning content is presented (number 2 - 3 times a year); opportunity to contribute ideas and needs; development of content in consultation with the international training teams.*
- *Regular exchange with the regional trainers 2 - 3 times a year; preparation / follow-up and / or supplementation of local trainings through the online offer of Discover Shiseido.*
- *Regular strategy meetings (twice a year) and expectations survey with regional and international management;*
- *Updating and expansion as well as learning (culture)-appropriate conception of new content in cooperation with the training experts of the respective countries.*
- *Direct contact email address for feedback and support.*

Internationally, the project is communicated by the training directors and teams of the participating countries to the respective local market and the corresponding trade partners.

In addition to the local training teams, a telephone hotline with multilingual technical support is available to answer users' questions.

- *The onboarding programme for all Shiseido sales staff includes a half-hour presentation of the platform and space for questions and discussion.*
- *Regular updates (several times a year) and technical knowledge tests through playful quizzes*
- *Continuous monitoring of user statistics and evaluation of quiz results in regional comparison*
- *Repetition of the contents partly in face-to-face training but also with other training tools.*
- *-Integration of a training and seminar administration with direct booking option - since 2020 also for virtual LIVE trainings*
- *Ensuring sustainability by managers in staff appraisals.*
- *Modular learning units for the individual products, which, by means of the specially developed Basic Animation Framework, make animations in HTML 5 possible that were previously only possible in Flash.*
- *National & international reporting tools with individual key figures and variable degrees of summarisation*
- *Gamification for the playful acquisition and deepening of product knowledge*
- *Tailor-made e-learning for Shiseido based on corporate philosophy and diverse product ranges*
- *Interactive learning opportunities for e.g. skin care*
- *Point & touch content for the special requirements of mobile devices*
- *elaborated loyalty system that rewards activities in several categories with pins that are collected in a season and lead to a reward after reaching the seasonal learning target.*
- *Certificates for the documentation of the competences learned*
- *Visualisation of individual learning progress for users ("My learning status")*
- *Link to an online library for the training materials*

- *Individual visibility and use of content according to availability in the countries and for the different distribution channels*
- *Integration of the possibility for online feedback for classroom training + automatic evaluation*
- *Virtual LIVE trainings and online meetings to exchange tips & tricks nationally & internationally*
- *Combining learning units into modules and courses*
- *Proposal of learning units based on the individual learning level*
- *Development towards a learning community (e.g. Makeup Community and Sales Toolbox - currently both can be rated by Like, next step: user comments)*

Methodical-didactical purpose

"The Discover Shiseido learning ecosystem offers all employees involved in sales internationally the opportunity to acquire specialist knowledge about Shiseido products and the processing and application processes online at short notice, independent of location and time. Learning leads to success through continuity - the Shiseido Loyalty Programme offers an ideal anchor to maintain long-term motivation to learn. The methodical, didactic and playful structure of the learning modules as well as the wealth of information on all products and their application motivate the participants to learn even in their free time. The development towards a learning community adds another important component to the learning system: the integration of communicative aspects strengthens the emotional bond, increases motivation and opens access to the valuable resource of employee knowledge. Passion for cosmetics is the basis for motivated work in this demanding field of activity with exclusive customers. Discover Shiseido offers a wealth of information at different learning levels (Basic, Special, Expert) to satisfy all the learning needs of motivated salespeople.

Excellent expertise and its application in the daily counselling of customers leads to excellent service quality and satisfied customers. Highest quality in product, application and advice is our secret recipe.