

Industry: Retail  
Use Case: SAP Litmos Courses

# Missguided implements formal employee training program with SAP Litmos

Missguided is a UK-based multi-channel retailer selling clothes aimed at 16-35 year old women. They employ around 700 staff across the UK based in their HQ to support e-commerce efforts, as well as several concession and flagship retail stores. In September 2017, Missguided added a brand-new L&D function to their organization, tasked with giving staff the opportunity to access eLearning. They aimed to offer a broad range of training from induction through to systems, as well as specific competence training such as the General Data Protection Regulation (GDPR).

The team was keen to introduce bite-sized video training to Missguided and was particularly enthused about the on-demand learning model, where a subscription is paid and they continue to get more content as part of the package, with no hidden fees. Although the team initially wanted to offer mostly GDPR training to staff, by subscribing, they now had access to health & safety and onboarding training, as well as thousands of blended learning resources.

Since its soft launch, over ¼ of the HQ staff has willingly undertaken the mandatory GDPR training. As the L&D team continues to evolve their strategy, they have begun to deliver leadership training and will be able to make use of an extensive library of content and resources.

“The challenge for us was also our opportunity, in that we had a completely blank page to start with. We knew there would be hesitancy from staff around adoption, but I also knew Litmos Heroes would play its role in **encouraging our staff to undertake training and get them connected to learning.**”

**Tim Roberts**  
L&D Business Partner

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