



Atrivity Case Study

Camper relies on Atrivity as a vehicle to scale up product training and make it accessible to all store teams by testing their knowledge in a practical, fun and easy way.

About Camper

Camper is a footwear brand from Mallorca, Spain. A family business, founded in 1975, where tradition continues to inspire the creation of unique and original designs.

Founded in 1975 by Lorenzo Fluxa, Camper was born with the aim of responding to the growing demand for shoes with a renewed look. A descendant from a family of shoemakers, Fluxa used his knowledge of traditional craftsmanship to lay the foundations for a completely different and innovative brand.

The Fluxa family's commitment to creating products ahead of their time dates back to 1877 when Lorenzo's grandfather Antonio Fluxa, travelled to England to bring the first shoe sewing machines to the island. An innovative method that revolutionized the footwear industry.

Camper products are still designed and developed in Inca, in the heart of Mallorca, where a team of designers and technicians work together to create approximately 500 models per season.

Now run by the fourth generation of the Fluxa family, Camper is present in over 40 countries with many stores.

Camper is using Atrivity to train and communicate with around 700 employees in EMEA and the US.

Atrivity

What does Atrivity offer?

Atrivity by Compettia, helps organizations to **improve the knowledge and performance of their employees** and to connect in a more attractive and lasting way with their consumers. This is done through dynamic games that encourage optimal, fun and measurable learning. Atrivity's mission is to be the key element in the training, commercial and communication strategies of companies, being the complement that accompanies each one improving companies with personalized games.

The challenge

Camper launches two collections annually with a wide range of new products. With an extensive international sales network, the brand needed to have a tool that would help it train the thousands of store employees in an effective yet simple way.

The Retail Marketing department, responsible for training the different store employees, needed a tool to test whether all the training efforts made to the Store Manager, as well as the different communication elements disseminated internally, had the expected scope and above all the necessary impact for the absorption of knowledge by the store staff.

The project

Atrivity was chosen for its ease of use and test play dynamics. Camper is currently working in two well-defined areas with specific objectives and is using Atrivity to reach around 700 employees in EMEA and the US.

The first and most recurring area is the new Camper **recruitment area**.

Atrivity is part of the final onboarding process for all new employees. It is used as the main tool to test the knowledge acquired by new employees during their training week at Camper's training shops. Once this week has been passed, a series of game dynamics are proposed, oriented towards product themes, collections, pricing policies, sales techniques, trade applications and any other element essential for the operational development of the new employee.



"Atrivity is that indispensable tool to know and test the degree of learning of our store employees"

Joana Pimenta,
Retail Marketing
Manager

With respect to the other mode of use, Atrivity is an essential part of the training plan for all store teams on the new collections, FALL-WINTER and SPRING-SUMMER. After the training process, the different store managers in all countries are given a specific time period (1 month) before the launch of the collection in the store to transfer all the communication and training elements of the new collections to their store teams. After this period, Camper prepares a week of 10-12 challenges with 10 questions about each of the different training topics, for all store employees.

After this week, Camper can verify what level of training and communication the different employees have, in a simple way that allows them to make decisions based on the result.

The results

90% knowledge of all store employees about the training content on new collections.

Automation of training processes in Onboarding. Accurate and real-time results on the degree of knowledge acquired by new recruits after the training sessions before joining the store.

They manage to quickly, easily and effectively train all store employees that would otherwise require a high investment of time and money.

Conclusion

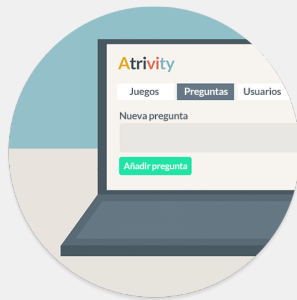
Camper is one of the clients that uses Atrivity as an essential part of its training strategy to the store network.

For them, gamification is that distinctive and key element that helps to test the knowledge acquired and detect possible failures in previous training processes.

Atrivity



Turn your training material into questions -very easy!



Set up your Atrivity trivia game in minutes



Invite the players, then watch the rankings and everything that's going on while they compete



Reviews and analyzes overall and individual results

Do you want to achieve more interesting involvement in your trainings?

Talk to an Expert