



## isEazy develops a personalized learning experience to train the growing team at Pepco Iberia

- Retail and fashion chain **Pepco Iberia** has implemented **isEazy technology** to train more than **2500 employees in Spain and Portugal, both in the office and in its 200 stores**, as part of its expansion plan.
- With an increasingly large and diverse workforce, the leader in e-learning solutions, **isEazy**, has helped them meet the training needs of each employee and increase their completion rates from **27% to almost 84%**.
- Thanks to isEazy's e-learning tools, Pepco **Iberia is now able to manage the entire training project more efficiently and more than half the time it takes to prepare follow-up reports.**

**Madrid, August 30, 2023** – Pepco Iberia is part of the Polish retail and fashion chain Pepco, with **more than 3,100 stores spread across 17 countries**. Since it was first founded in 2004, Pepco has become the leading international chain for clothing, decoration, cleaning and food items, offering its customers a huge variety of products. **In Spain and Portugal in particular, Pepco currently has around 200 points of sale, with the aim of adding new stores** to facilitate access to the products shoppers need for day-to-day life.

As part of this expansion plan, Pepco Iberia **aims to increase its team of 2,500 employees by hiring 1000 more workers every year**, a growth strategy that requires training an increasingly large and diverse workforce in the knowledge necessary to perform their tasks effectively. To do this, Pepco Iberia needed an **e-learning tool that would make it easier for them to create a unique and personalized learning experience for each department, position or language**, regardless of where employees were based.

Faced with the need to update their corporate training processes in line with their growth, Pepco turned to the leading technology company in e-learning solutions, isEazy. The **isEazy LMS learning platform has given them the autonomy and agility to manage training according to their needs**, and reduce the time it takes to prepare reports by 70%: "Thanks to the powerful functionalities of isEazy LMS, we have finally become owners of our training, designing specific training itineraries for each professional profile," says **Hossa Agzanay, Recruitment and Development Manager of Pepco Iberia.**

To further improve the learning experience of each employee, Pepco Iberia also wanted to create e-learning courses with exclusive and 100% personalized content. To do so, they needed an authoring



tool to help them **optimize course production times and create interactive content in minutes. That's where isEazy Author came in:** "The learning curve of the tool is so low that you go from novice to expert with just a few hours of use," says **Germán Rodríguez, Head of Training and HR Projects at Pepco Iberia.**

Thanks to these tools, Pepco Iberia are now able **to manage the entire training project more effectively by automating complex and repetitive tasks.** They've also improved completion rates from 27% to almost 84% thanks to the specialized courses they have developed using isEazy Author. "For us isEazy is essential to be able to extend training and work procedures in an agile and fun way to all points of sale," says **Roberto Germán, Human Resources Director of [Pepco Iberia](#).**

### **About Pepco Iberia**

Pepco Iberia is a retail chain founded in Poland more than twenty years ago, offering clothing for the whole family and household products at the lowest prices. Currently, they have more than 200 points of sale in Spain and Portugal and are present in more than a dozen European countries. They have become one of the best-known children's clothing chains and a leading supplier of decorative items. With a customer-centric approach to respond to their expectations and needs, Pepco Iberia is characterized by offering a wide range of products at affordable prices, with convenient stores and the best customer service.

### **About isEazy**

isEazy is a leading company in e-learning solutions for the development of training, communication and corporate knowledge processes. **isEazy** offers companies an end-to-end e-learning experience, providing organizations with all the necessary tools to tackle any online training project. With more than 20 years of experience and more than 10 million users, the company has successfully carried out over 100,000 projects in 90 countries for more than 1,000 clients, through a professional team distributed in its headquarters in Spain, Mexico, Colombia and Peru.

isEazy has developed **7 e-learning tools:** **isEazy Author**, software for creating e-learning courses; **isEazy Factory**, a digital factory for the creation of training content; **isEazy Skills**, a technological solution for training in power skills; **isEazy LMS**, a state-of-the-art e-learning platform; **isEazy Engage**, an app to boost the training of frontliners; **isEazy Game**, a gamification app for corporate training, and the **isEazy ESG** app designed to raise awareness, train and mobilize the entire company around its Sustainable Development Goals (SDGs).

Linkedin <https://www.linkedin.com/company/iseazy>

Twitter <https://twitter.com/isEazy>

Youtube [https://www.youtube.com/channel/UC271S5yN9OLq17k\\_e4U6NDQ](https://www.youtube.com/channel/UC271S5yN9OLq17k_e4U6NDQ)



**Press Contact:**  
**Cristina Sánchez:** [csanchez@iseazy.com](mailto:csanchez@iseazy.com)  
Phone: +34 690 74 72 74

