



isEazy and Clarel: a successful duo for simultaneous training in more than 1,000 points of sale

- **Clarel**, part of the DIA Group, has enlisted the help of **isEazy's technology** to turn its entire sales team into **experts** in its product catalog and its new products developed in-house.
- With more than **1,000 points of sale in Spain**, the company needed to implement a training program that was adapted to the needs of the business.

Madrid, July 5, 2022 - **Clarel**, part of the DIA Group, is a network of shops specializing in beauty, personal care and wellness, with more than 1,000 points of sale throughout Spain. The company is currently undergoing a complete transformation of its business model, moving from self-service to a more product- and customer-centric model.

Together with this process, the company's goal has been to turn its entire sales team into **experts in its product catalog** and, in particular, in its new products developed in-house. In order to implement this strategy, Clarel needed an **e-learning tool** that would allow them to implement dynamic and entertaining training that could be adapted to the needs of a large and geographically dispersed team. In addition, they needed the training to be easily integrated into their day-to-day operations and simultaneously in all their shops.

For this purpose, Clarel has turned to **isEazy Engage**, the training app of the technology company isEazy. *"isEazy Engage has been a real game changer in the way we develop our teams' skills. With the app, we have managed to **condense all our knowledge** into small interactive content pills, making them available to our professionals whenever they need it,"* states **Elena Zurita**, HR officer at Clarel.

At the same time, the company has been able to detect hidden talent among its employees through the use of the app, facilitating the **creation of a group of influencers** who are currently responsible for developing training pills for the rest of the company.

One of the main features of the isEazy app is its gamified content, **with challenges and games**, and the possibility of evaluating the training results in an agile and simple way, which allows Clarel to **facilitate learning** and **boost learner engagement**. For the company, the next step is to use Engage with other groups, such as its warehouse staff.

*"We are very happy with the results. We have managed to **increase** training engagement to **84%**, and the success rate in the games is now over **90%**. We have finally succeeded in ensuring that our shop staff have a thorough knowledge of all our products. And what's more: we have **turned our employees into true brand ambassadors**,"* states **Carlos Ramos**, head of Talent and Communications at Clarel.



About isEazy

A leading technology company specializing 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 them with all the necessary tools to take on any online training project. With more than 20 years of experience and more than 10 million users, the company has successfully carried out more than 100,000 projects in 90 countries for more than 1,000 clients, supported by a professional team working from the different office locations in Spain, Mexico, Colombia and the United Kingdom. With **6 e-learning tools** developed in-house: **isEazy Author**, software for the creation of e-learning courses; **isEazy Factory**, digital factory for the creation of training content; **isEazy Skills**, a course catalog for the development of power skills; **isEazy LMS**, a state-of-the-art e-learning platform; **isEazy Engage**, an app to boost training engagement; and **isEazy Game**, a gamification app for corporate training. isEazy is an example of a local business venture that has become a well-established company, led by entrepreneur José Luis de Federico. Follow the company on [LinkedIn](#), [Twitter](#) or [YouTube](#).

