



Helping Store Associates' transition from 'pharmacists' to 'business owners'

Shoppers Drug Mart (SDM) Corporate is a licensor of retail drug stores in Canada. It is associated with exceptional service, trust, and value for money.

The challenge

SDM wanted its Associate Owners to make the transition from their role as Pharmacists with limited accountability, to Business Owners with whole store accountability. The need was to increase the speed-to-productivity and comfort with whole store operations.

The solution

SDM commissioned Tata Interactive Systems (TIS) to create a 3D interactive game within the SDM store environment to address this learning requirement.

TIS created a Unity 3D interactive walkthrough of the store. In the exploratory game-like simulation, the learner moves around in a virtual Unity 3D environment of a SDM store looking for 'issues' related to its internal processes. In the store walkthrough simulation, the learner is asked to 'inspect' areas by navigating through the store, 'identify' problem(s) from a list of options and 'remedy' them by choosing from a decision list.

CASE STUDY



TATA INTERACTIVE SYSTEMS

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The result

In the post-program survey results, 90% of new Associates attributed their increased comfort level with running a store to the virtual walkthrough. New Associate Owners had increased their speed to productivity by 3 to 6 months.

Focus group discussions conducted with participants and their District Managers revealed high levels of improvement in the speed to productivity for new Associate/Owners enabling the transition into their roles as business owners.

