



Virtual Walk-Through - The Store through the Associate's Eyes

Shoppers Drug Mart (SDM) Corporation is the licensor of full-service retail drug stores operating under the name Shoppers Drug Mart®. These conveniently located stores are owned and operated by the Company's licensed Associate-owners who have helped build a brand that is synonymous with exceptional service, value and trust.

The challenge

The Learning & Development team at Shoppers Drug Mart conducted a training needs analysis and research with a focus group of Associate Owners from across Canada. The analysis identified the requirement for an interactive 'discovery' learning experience within the SDM store environment to help Associate Owners make the transition from their role as Pharmacist, with limited accountability, to business owner, with whole store accountability. Traditionally, this transition has taken 9-12 months for a Pharmacist to feel comfortable leading the entire operation of the store. The need was to increase their speed to productivity and comfort with whole store operations.

The solution

- TIS created a Unity 3D interactive walkthrough of the store , wherein the learner moves around looking for " issues" related to its internal processes
- Situations taken from real life store environment

CASE STUDY



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- Each situation / issue required not only identification for the key issue but also the best way to address it

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.
- Key contributor to achieving certification in the SDM Operating procedures, a mandatory requirement year on year , in order to uphold SDM brand image
- Awarded Brandon Hall Gold Award for best Use of Virtual Worlds for Learning

