



## IBM Customer Reference

# *Botanic*

**Synopsis:**

French gardening supply retailer implements a flexible, solid e-learning infrastructure using IBM Lotus LearningSpace and IBM Lotus LearningSpace Core

**Location:**

Annecy, France

**Industry:**

Retail

**Focus Area:**

Learning and Training, Small & Medium Business

**URL:**

<http://www.botanic.fr>

**Customer Background:**

Catering to nature and garden lovers, Botanic sells a variety of home and garden products including flowers, animals and trees. Although only recently founded in 1995, Botanic is growing at a rapid pace - approximately 18 percent each year - and has 42 store locations spread through France with another two in Italy.

**Business Need:**

Although Botanic retains a permanent staff of 200 employees throughout the year, since a majority of its business occurs in the summer, each year Botanic needs to hire a large, temporary sales staff of 700 for the summer months. Since this staff is only employed for a limited amount of time, Botanic depends on a fast integration process to train its new employees.

Botanic lacked a solid training system, which was leading to various complications. Without corporate-level support, individual store managers would often focus on business fundamentals, rather than fully training the store's temporary staff. Botanic was also experiencing an increased employee turnover rate because new employees did not feel invested in the company or its future. Botanic realized that as the company continues to grow these problems will only become more complicated, prompting it to find a solution.

**Solution:**

Working with IBM Business Partner, e-Torii, Botanic implemented a new training solution for its store employees.

500 licenses of IBM Lotus LearningSpace 5.01 were deployed on the customer's Windows 2000 environment.

The Lotus LearningSpace software forms the basis for this training management solution. Using the Lotus software, Botanic manages the deployment of its courses, enrolls students and provides statistics to tutors, teachers and students. With this data, tutors and administrators are able to closely track students' progress through the courses.

Currently, Botanic has deployed a training course titled "Welcome in Our Garden," which provides comprehensive training for all of the company's new employees. This course was developed by e-Torii and uses Macromedia Flash as the authoring tool to create activities, quizzes, evaluations

and other training collateral. The course has integrated Aviation Industry Computer Based Training (CBT) Committee (AICC) code within its content, which is used to send information - scores, times, etc. - back to the Lotus LearningSpace environment.

IBM Lotus LearningSpace Core was interfaced with the customer's Vision HR enterprise resource planning (ERP) software. This integration with the ERP software allows the customer's human resources (HR) managers to access a variety of course data including enrollment and testing scores.

**Benefits of the Solution:**

This solution was successfully completed in two months and has allowed 1,000 Botanic employees to be trained in a total of four months. Both the employees and the store managers were impressed with the level of education provided by the e-Torii and Lotus solution. In fact, Botanic's store managers have asked that additional courses be provided via the Lotus LearningSpace solution. By effectively training its entire sales staff, Botanic looks forward to an increase in productivity as well as an increase in overall customer satisfaction.

**Customer Quote:**

"We have trained 75 percent of the employees in three months."  
--Valérie Pollet, Human Resources Director, Botanic