



“Cursum Learning Center allows us to quickly find out who needs training and who needs to be refreshed on our different systems. This means that we can be quicker at strengthening the competencies of our employees and, not least, save money”

CASE STORY:

CURSUM LEARNING CENTER BOOSTS EFFECTIVE TRAINING AT JYSK





THE ULTIMATE GOAL

To distribute Cursum Learning Center to all of JYSK's shops and in the long term the system will also be handling courses for JYSK's administrative employees when they need to be trained on the new programs, language courses, or receive management training.

As a result of massive global growth, JYSK has acknowledged its acute need to have effective and measurable control over its employee training program. After a thorough period of evaluation, JYSK has chosen Cursum Learning Center to enhance the effectiveness of its internal training. The system will be implemented in January 2007.

The Danish businessman, Lars Larsen, opened his first bedding shop in 1979, and since then the JYSK empire has grown to a global group with shops in 26 different countries and a staff of nearly 12,000. This growth of employees meant that, four years ago, JYSK decided that the traditional training of employees was not enough and it decided to put its efforts into e-learning, which has since become one of the preferred training methods in the company.

"Before, we used traditional methods to train our employees. We had a mobile team of skilled trainers that drove out to our employees and trained them up in the new systems and products. We didn't have a centralized system for the training, which made the process even more cumbersome. Later, we changed to e-learning, but with our old system it wasn't possible to follow up on completed courses and, as a result, we had no precise data that could tell us whether the training had any real value," explains Pernille Skou, E-Learning Consultant, JYSK.

A year ago, the company decided to optimize the training process even further and, after a long and thorough testing process, Cursum Learning Center was chosen.

"Out of the many different products that we tested, there was no doubt that Cursum Learning Center was the right choice for us. We had a list of tough specifications regarding availability and usability that needed to be within a simple and straightforward design, and these requirements were met by Cursum Learning Center. The system contains exactly the functions that our in-service training requires. In addition, Cursum Learning Center makes it possible for us to regularly follow up on the courses that we offer and not least the results that our employees achieve when they take an in-house course," explains Pernille Skou.

Cursum Learning Center saves time and resources

Cursum Learning Center will work as a central education system for JYSK's shop assistants, with the main focus on IT system training and new products. With Cursum Learning Center, JYSK can also continuously keep itself informed on who has completed courses and what the results were. Using Cursum Learning Center will, in many ways, ease the workflow and free up resources at JYSK, and that is good for business.

Cursum Learning Center extends to other JYSK countries

Cursum Learning Center is not only used in JYSK's Danish shops. Today, the system has also been introduced in Norway, Sweden, Finland, Poland, Hungary, the Czech Republic, Slovakia, and Holland, and next year Great Britain and Slovenia will be included. Cursum Learning Center is first developed and adapted by Pernille Skou, E-Learning Consultant at JYSK, and then the system is transferred to the different countries, who take over the ownership and the control of the e-learning system locally.

"We have ambitious plans with Cursum Learning Center and we have decided to strengthen our E-learning efforts in the future. Consequently, the E-learning organization has been extended with one new Project Manager. From the beginning of 2007, our shop assistants will use the system and over time all the countries where JYSK is represented will be familiar with Cursum Learning Center. I am convinced that Cursum Learning Center will optimize our training program, so that we will save even more resources on planning and following up," Pernille Skou concludes.

ABOUT JYSK

The JYSK Corporation was established in 1979 by Lars Larsen and currently comprises of approximately 1180 shops in 26 countries, mainly in Europe.

JYSK employs nearly 12,000 people globally, with a group turnover of approx. 12.6 million DKK.

At the head of the JYSK group is JYSK Holding, which has the responsibility for JYSK Nordic and Danish-ces Bettenlager.

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