

Retail Giant | Digital Learning Development



THE CHALLENGE

A leading global retail organization needed a strategic learning partner to support its expanding workforce and evolving business priorities. Starting with a single web-based training module, the engagement grew to span **18 business divisions**.

The client required scalable, multilingual learning solutions, modern digital learning technologies, and a seamless LMS migration to enhance learning experiences while ensuring business continuity.



APTARA'S SOLUTION

Since **2014**, Aptara has partnered with the client to continuously evolve its enterprise learning ecosystem through innovative instructional design, modern learning technologies, and scalable content development.

2014–2015 | Establishing the Learning Foundation

- Launched the engagement by developing Adobe Flash-based web-based training (WBT) modules.
- Created custom learning content and transitioned to responsive HTML5 courseware to improve accessibility across devices.
- Delivered tailored training solutions aligned with key business priorities.

2016–2017 | Scaling Learning Across the Enterprise

- Expanded learning support across **18 business divisions**.
- Developed interactive WBTs and explainer videos to increase learner engagement.
- Localized learning content into multiple languages to support a global workforce.

2018–2019 | Diversifying Learning Experiences

- Extended the learning portfolio with animations, infographics, persona posters, facilitator and participant guides, job aids, and business review magazines.
- Established a dedicated **40-member Experience Design Team (XDT)** to support growing learning demands and accelerate content delivery.

2020–2023 | Modernizing Learning Delivery

- Developed immersive digital learning solutions using HTML5, Articulate Storyline 360, Elucidat, and Camtasia.
- Delivered large-scale learning initiatives, including enterprise-wide business capability programs.
- Executed a seamless migration of learning content from **Skillsoft LMS** to **ULearn LMS**, ensuring continuity of learning with minimal operational disruption.



THE RESULTS

The partnership has delivered measurable learning impact while enabling the client's learning ecosystem to scale with evolving business needs.

- **7+ years** of successful strategic partnership.
- Improved **global learning accessibility** through multilingual content.
- Higher learner engagement with interactive, **multimedia learning experiences**.
- Faster, **scalable content delivery** through a dedicated Experience Design Team.
- Played a key role in delivering the large-scale **Cash Flow Training Program**.



INDUSTRY RECOGNITION

Brandon Hall Excellence Award for Best Learning Program that Supports and Promotes Diversity, Equity, and Inclusion, recognizing the impact and quality of the learning solutions delivered.