

# Case Study: Aquatique eLearning



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## Client Situation

Aquatique is a family-owned and operated retail store providing a wide range of surf, skate, and snow sport brands since 1987. Stores are located on the south coast of New South Wales, Australia. It is a member of the Surf & Board Sports Industry Association (SBIA), a trade organisation driving growth and business opportunities among manufacturers, suppliers, members, and other associations through innovation and best practice.

With a large product set and seasonal staff requirements, Aquatique needed to establish its competitive advantage through excellent customer service. As a member of the SBIA, Aquatique would provide cost-effective training to team members in all retail locations. Damstra's eLearning platform would enable high quality, retail specific training that improved the customer experience.

## Challenges

Prior to implementing Damstra's eLearning platform, Aquatique was facing the following challenges:

- **Competitive Customer Service**  
Aquatique needed to maintain its competitive advantage with improved customer service and technical product training to augment managerial mentors.
- **Affordability, Ease of Use**  
Aquatique needed effective and affordable learning tools that were easy to use.



## Damstra Solution

Damstra's eLearning platform offers intelligent, connected, on-demand learning. eLearning Modules include:

### Inspired Learning Management

- Upload existing training materials and automatically convert into interactive modules, or create and edit content
- Automate scheduling of training based on rules, learning paths, learning success
- Learn anywhere on the go with mobile access
- Intuitive, real-time dashboard

### Training Needs Analysis

- Create learning path for team members
- Plan future workforce and skills requirements
- Promote skills development

### eLearning Course Development

- Use expert team of instructional and media designers to build best practice eLearning modules with engaging content

- Identify learning and development trends and how to incorporate blended and micro-learning
- Utilise prepared content from the Damstra Learning Marketplace

### 360 Degree Virtual Reality Courses

- Engage with 360-degree video courses on a smartphone
- Experience more engagement, especially in compliance training
- Retain deeper learning experience

### Damstra's eLearning platform helped Aquatique:

- Leverage current brand training and on-the-job mentorship with an online eLearning model
- Provide retail-specific customer service video training for both newly hired professionals and for long-term team members

## Outcomes

Since implementing Damstra's eLearning platform, Aquatique improved its customer service performance. Training topics covered customer service and sales topics including, 'Meet and Greet' and 'Closing the Sale.'



### AFFORDABILITY, EASE OF USE

As an SBIA member, Aquatique provided each new team member with online training modules using both phones and computers.



### COMPETITIVE CUSTOMER SERVICE

"eLearning gives us an excellent base for customer service in our store. Customer service is the key to good business, and the more we can improve our customer service the more successful we can be. Even my experienced senior staff told me they got something valuable out of it."

-Justin Bellwood, General Manager

### ABOUT DAMSTRA TECHNOLOGY

Damstra's eLearning solution is a module in Damstra Technology's Enterprise Protection Platform (EPP). This comprehensive platform helps organisations maximise performance, safety, and profitability by orchestrating disparate processes and technologies.



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