



**RETAIL**  
**Elizabeth Arden**

Arden Access supports Elizabeth Arden’s key business drivers of customer experience, efficiency, compliance and consistency.

**Background**

Elizabeth Arden Australia recognises the importance of training and developing their 300 instore staff so they can provide targeted beauty solutions to their customers.

**Challenge**

Elizabeth Arden Australia sought to create a training and communications solution that would not only increase sales through enhanced staff product knowledge, customer service and selling skills, but also reduce costs and increase compliance across the organisation.

**Solution**

Phase one of “Arden Access” provides online learning for Arden’s own 300 Beauty Consultants, Area Managers, Trainers, Sales and Head Office staff. Elizabeth Arden can also provide its third party retailers including Perfume Connection, Target, Kmart and Big W with the opportunity to use its state-of-the art learning modules.

**Result**

Launched in August 2006, Elizabeth Arden aimed to improve their customers experience through better understanding of customer needs, improved visual merchandising, efficiency, reduction in returns, compliance and consistency, overall creating a better brand experience.



**Services Provided**

Versity learning platform  
eLearning content solutions  
eCommunications

