

# REBELUNI



## RETAIL Rebel Sport

Rebel Uni is the most effective platform from which to recruit, train and retain Rebel staff.

### Background

Rebel Sport is the leading retailer of sporting equipment, apparel and footwear in Australia. With an extensive network of stores across Australia, Rebel employs more than 2,700 people. In 2000, Rebel's brand promise moved from lowest price to high service.



### Challenge

With the strong seasonal demand for products based on sport seasons, Rebel needed to find a way to make product training more timely and cost effective to ensure frontline staff were equipped with the knowledge and confidence to keep the Rebel promise to customers.



### Solution

Workstar developed Rebel Uni, an online learning and communication solution that not only delivers, monitors and tracks training, but helps create an identity for staff. The initiative also allowed Rebel the opportunity to add online recruitment, induction and accredited training.

### Result

Rebel saw an increase in sales of 13% across 11 product categories leading to a large increase in the profit figures for year end and a reduction in training costs of 30% year-on-year. The initiative has improved workforce competencies and commitment, and projects Rebel as an employer of choice.



#### Services Provided

- Versity learning platform
- eRecruitment and eInduction
- eLearning content solutions

