



CASE STUDY

XXL Sport & Outdoor makes **extra-extra- large strides, scaling training across 80+ locations** with Docebo



"There's no doubt that we have gained a lot of things with Docebo. We have strengthened online training and delivered more training with the same investment."

Jon Harald Espolin Johnson

Senior Vice President of Learning and Development
XXL Sport & Outdoor

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RESULTS

100%

completion of Code of Conduct training within weeks

4,400

employees trained across 80+ stores

Increased

training hours with the same investment

SOLUTION

Docebo Learn

- AI-powered features
- Automated training delivery, tracking, and reporting
- Targeted, role-based learning
- Continuous platform improvements

Customer

XXL SPORT & OUTDOOR

[XXL Sport & Outdoor](#) is the largest sports and outdoor retailer in the Nordics with 80+ megastores and 4,400 employees across the region. Part of the Fraser Group, XXL Sport & Outdoor is dedicated to making active lifestyles accessible to everyone.

Challenge

REACHING ALL EMPLOYEES WITH CONSISTENT, TRACKABLE TRAINING

The sheer size of XXL Sport & Outdoor's workforce presented a hurdle for the company's learning and development (L&D) team. With 4,400 employees spread across more than 80 locations throughout the Nordic region, the team had to cover a lot of ground to ensure every employee received the necessary training for their roles. The content encompasses a wide range of topics and job duties, with training needs spanning from in-depth product knowledge to safety protocols and customer service best practices.

Senior Vice President of Learning & Development Jon Harald Espolin Johnson and Learning & Development Manager Asle Røvik knew they could create and distribute training materials more effectively, but they lacked a platform flexible enough to help them do it.

Previous learning platforms lacked the functionality necessary to track employee progress. As a result, the L&D team and individual store managers had to manually monitor completion rates, taking time away from analyzing performance and developing more impactful programs. Their tools also limited how efficiently they created training programs, since they had to build separate courses for each country and language.

Jon and Asle began the search for a modern, flexible solution — one that could automate processes and deliver the right content to the right employees at the right time, while making it easier to monitor engagement and completion.

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“With earlier suppliers, we didn’t have reports and overviews, so we needed to do a lot of manual work to track progress and completion rates. Docebo has helped us create reports, follow up on mandatory trainings, and an easy way to structure everything.”

— Asle Røvik, Learning & Development Manager, XXL Sport & Outdoor

Solution

A CUSTOMIZABLE LEARNING PLATFORM FOR TRAINING AT SCALE

Of all the options available, Jon and Asle were most impressed by Docebo’s global presence, advanced AI capabilities, and flexibility to meet their diverse training needs. Docebo Learn offered tools to automate manual processes, deliver targeted content, and provide actionable insights, all of which were big boosts to a lean L&D team.

Docebo’s tech-forward approach, combined with its financial strength and continuous product development, gave Jon and Asle confidence that they were investing in a long-term solution that would grow with them.

With Docebo Learn, the XXL Sport & Outdoor L&D team gained the ability to create engaging content that extends beyond basic onboarding to include sales enablement, leadership development, compliance, and product expertise. Today, the team uses the platform to:

- produce lessons more efficiently
- tailor lessons to specific roles, from sales staff and store managers to warehouse employees
- create targeted content that’s relevant to every learner



Automated tracking and reporting give the L&D team and store managers greater visibility into progress, completion rates, and performance. Now, it's much easier to monitor engagement and ensure employees complete mandatory training on schedule. Docebo Learn also enables the team to create single courses with multiple language options, simplifying content management across different countries and improving company-wide consistency.

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“By implementing Docebo, we have reached one of our major goals, which was to strengthen and modernize the online learning experience.”

— Jon Harald Espolin Johnson, Senior Vice President of Learning & Development, XXL Sport & Outdoor

Result

MORE TRAINING, HIGHER COMPLETION RATES, AND GREATER EFFICIENCY

XXL Sport & Outdoor has transitioned away from a fragmented, manual approach to training to a unified, data-driven learning ecosystem that supports top-quality customer service and operational excellence.

This move is especially critical for the L&D team, which now delivers more hours of training without any additional financial investment. The automated features give the team back valuable hours each week, which they've redirected toward higher-priority strategic projects. With instant access to training, reporting, and insights, store managers find it easier than ever to monitor progress, ensure employee compliance, and catch any missed opportunities to provide employees with additional support.



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“It was quite sad for us to finish onboarding because Docebo made us feel so safe, but it’s been very helpful to have a stable system with good support, where you can reach out to the support team whenever you need.”

— Asle Røvik, Learning & Development Manager, XXL Sport & Outdoor

After adopting Docebo, the L&D team accomplished a significant milestone: Within weeks of launching a new Code of Conduct course, XXL Sport & Outdoor achieved 100% completion on the training, a first in the company’s history. It’s a testament to the quality of the content and the team’s newfound ability to get that material to the people that need it.

For Asle, Jon, and the rest of the L&D team, these results have freed up time to focus on creating engaging, impactful learning experiences. And with Docebo’s commitment to continuous innovation and the exploration and expansion of AI, Asle and Jon are confident that the platform will keep evolving to meet the needs of their workforce.

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“Docebo has helped us be more efficient. We can now focus on creating engaging lessons instead of spending time on manual work, and employees can easily find exactly the training they need.”

— Asle Røvik, Learning & Development Manager, XXL Sport & Outdoor

docebo

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data-driven decisions.

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