



How Docebo helped La-Z-Boy increase learning engagement by 179%

CASE STUDY



"Switching to Docebo is one of the best decisions we've made for employee and partner education."

Amy Salm,

Director of Product Knowledge Education, La-Z-Boy

RESULTS**+85%**

YoY increase in completions on platform

+179%

YoY increase in active users on platform

SOLUTION**Multi-product learning suite**

- Thousands of pre-made courses available
- Easily upload and create your own content
- Simple and easy backend experience

Customer

La-Z-Boy

La-Z-Boy was founded in a garage in Monroe, Michigan, in 1926, when Edwin Shoemaker and Edward Knabusch invented the now-iconic recliner. In the nearly one hundred years since, the company has become one of the world's leading furniture manufacturers, with over 10,000 employees worldwide.

Amy Salm is the Director of Product Knowledge at La-Z-Boy, where she selects, creates, and develops e-learning training programs. She has worked in the field of interior design and furniture sales for over 40 years, with almost 25 years of experience at La-Z-Boy.

Challenge

Finding a new e-learning platform that could handle their global business

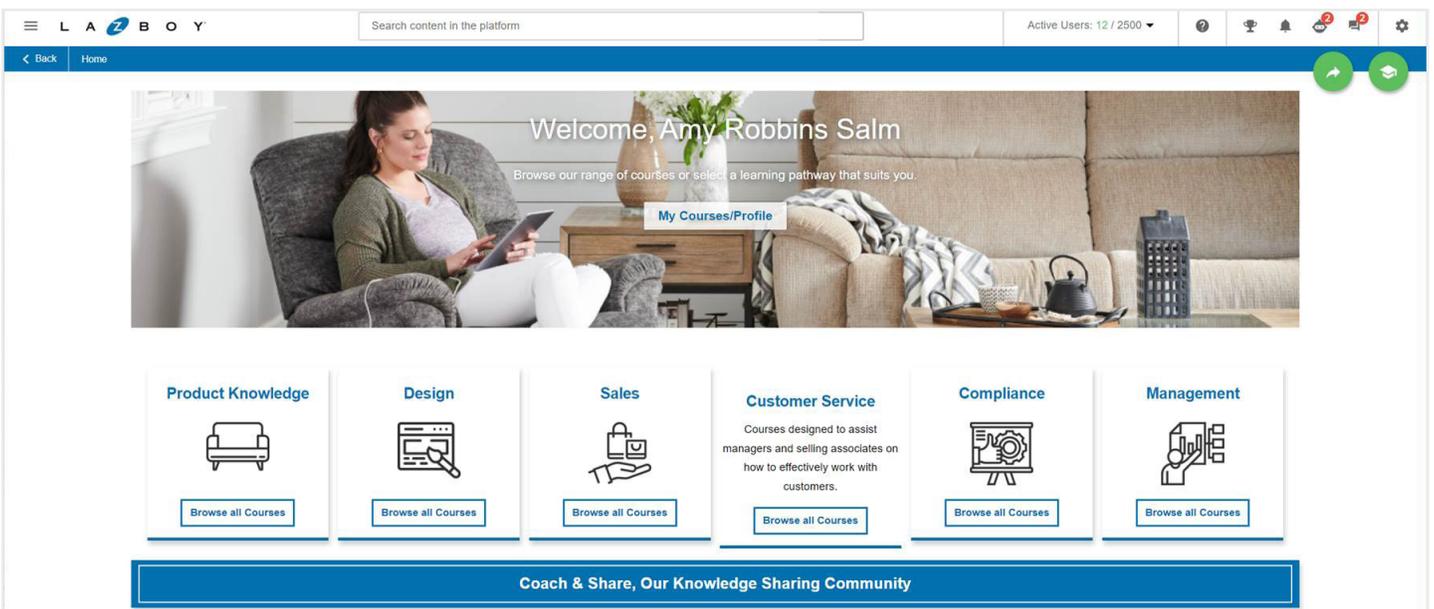
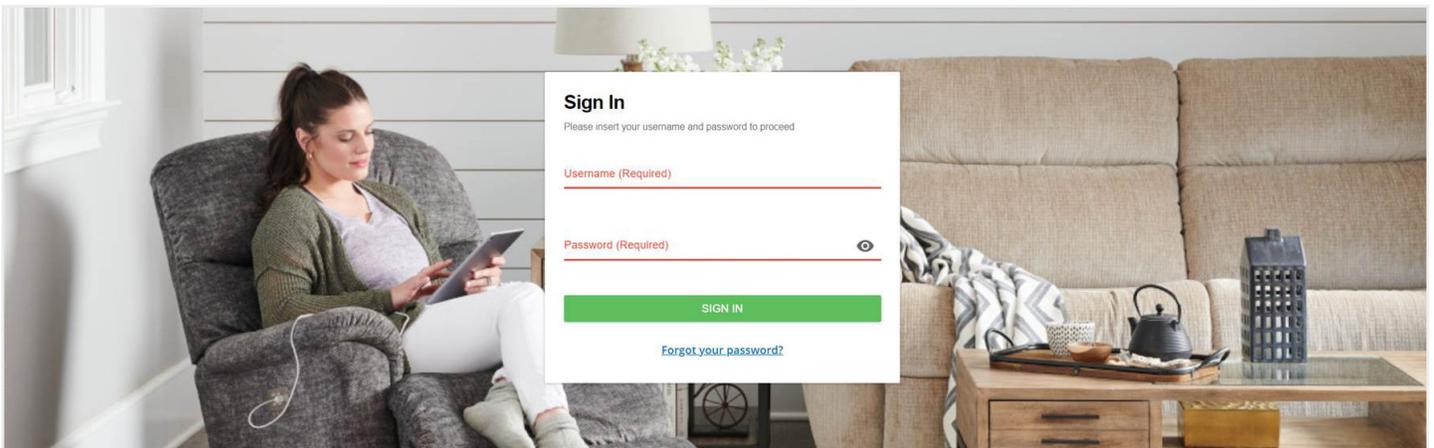
When Amy took over as La-Z-Boy's Director of Product Knowledge Education four years ago, she consistently heard negative feedback about the learning management system (LMS) that was being used at the time. The platform was over fifteen years old. Basic necessary functions would often crash or stall, frustrating both account administrators and LMS platform users.

La-Z-Boy employees and proprietary partners had lost faith in the platform. In her research, Amy discovered that some organizations had begun using other learning platforms and creating their own courses. These homegrown courses sometimes had messages that contradicted the La-Z-Boy brand, damaging the company's branding efforts worldwide.

La-Z-Boy needed a solution that would deliver courses seamlessly to their entire worldwide network to make sure all selling associates delivered the same message and customer experience, every time.



“When you’re a global company like ours with a long and successful history, you cannot use a platform that’s broken. You cannot move forward with standards and innovation if you are living in the past.”



Solution

A complete learning suite with thousands of e-learning courses to choose from

La-Z-Boy switched to Docebo Learning Suite to offer virtual lessons to thousands of employees around the world.

Now, Amy can use Docebo to create courses about La-Z-Boy's products that fit the brand's messaging. When a customer comes in with a specific question, La-Z-Boy selling associates can navigate to a relevant course and immediately find the answer for the customer before they leave the store.

With the exception of product courses, Amy doesn't have to spend any time creating courses. Instead, with the assistance of the Docebo Content Marketplace, Amy can choose from over 80,000 ready-made courses. Topics range from sales and management to interior design and customer service.

Each quarter, Amy swaps out courses so that La-Z-Boy sales associates always have something fresh and new to learn.



“Having access to the marketplace allows us to change courses so that our LMS users aren't seeing the same programs over and over. If they get bored, they'll log out. And they'll miss courses that are exciting and informative, and that could enhance their selling capability.”

Result

179% more active LMS users year over year (YoY)

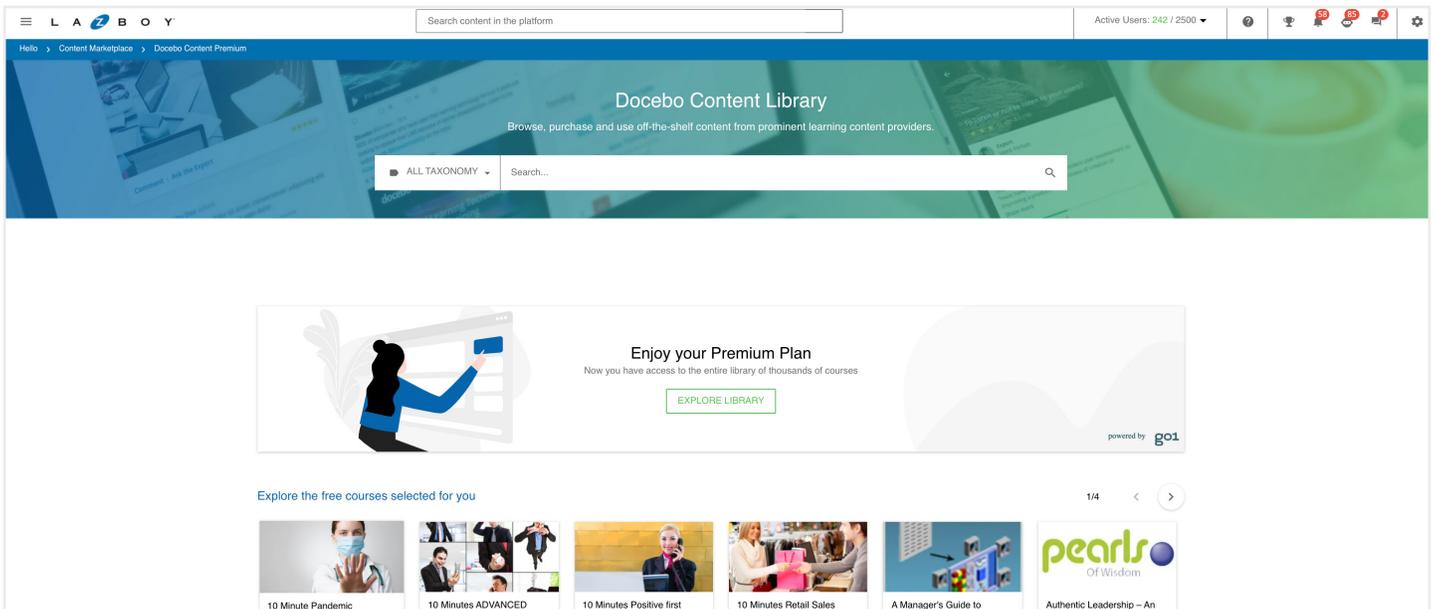
Now that La-Z-Boy is using Docebo Learning Suite and Docebo Content, the company has seen the number of active learners using their LMS increase by 179% in the last year. The number of completions on the platform has also increased by 85%.

La-Z-Boy no longer needs to be concerned with partners creating their own material or turning to other sources for relevant course material. Their employees and proprietary partners have regained faith in La-Z-Boy's ability to deliver quality content, Amy says.

Finally, having such an extensive catalog of courses available has helped sales associates get better at their job—which means more sales, both for them and for La-Z-Boy.



“Thanks to Docebo, our associates can start on a Tuesday, and by the weekend they're trained and ready to be on the selling floor.”



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thousands of e-learning
courses from the world's best
content providers.**

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