

CASE STUDY

Rexel transforms learning with **Skill up, by Rexel Learning Hub**



"We evaluated several LMSs, but Docebo stood out for its flexibility and intuitive interface, which allowed us to create personalized training paths with great ease.."

Florence Baumassy

Group Skills Development & Learning Director, Rexel

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Results

+258,000

courses completed

23,000

active users

44%

of connections in the
first month of launch

Solution

The Docebo Learning Platform

- Easily create audience-specific pages
- Flexibility to scale to every business unit and use case
- Robust analytics make it easier to stay compliant
- Deliver courses to multiple audiences and locations

Client

Rexel

Rexel is a global distributor of electrical equipment, specializing in the distribution of tailor-made equipment and services for professionals in the construction, renovation and maintenance of buildings and infrastructure. Present in some twenty countries and with more than 27,000 employees, Rexel meets the needs of the industrial, housing and tertiary sectors.

Florence Baumassy is Group Skills Development & Learning Director at Rexel and is quoted throughout this case study.

Challenge

Supporting Rexel's transformation & skills development

Faced with a rapidly changing environment, Rexel has to face several strategic challenges:

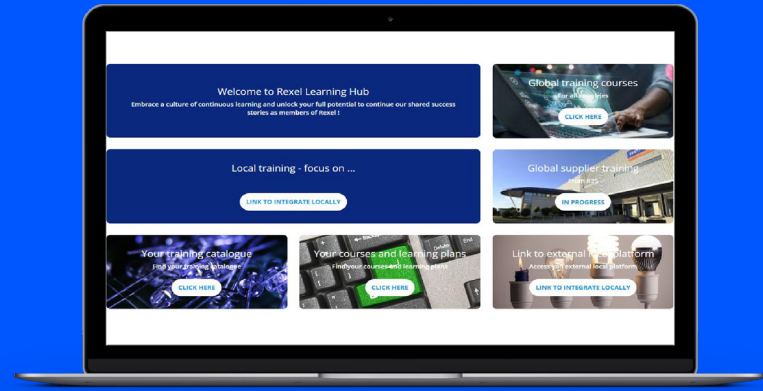
- **Rapid technological change:** Increased digitalization of processes and services.
- **Environmental challenges:** Decarbonization, electrification, and energy transition.
- **Demographic changes:** The need to adapt skills to diverse and constantly changing profiles.
- **Transformation of the distribution sector:** Adaptation to new market trends.

Rexel has identified an urgent need for accelerated skills development for its employees with twofold objective: **to increase the agility** of teams to remain competitive

on a global scale **and to create a sustainable culture of self-learning.**

But the challenges were numerous:

- **Harmonization of training practices** across countries with diverse needs.
- **Decommissioning of the existing management systems** in just 4 months, and mass migration of contents.
- **Mobilization and commitment** of local teams in this large-scale change.



Solution

The launch of Skill Up, By Rexel Learning Hub with Docebo

To meet these challenges, Rexel has chosen to rely on Docebo to design Skill Up, By Rexel Learning Hub, an innovative, learner-centric Learning Management System (LMS) platform designed for the international scale.

Why Docebo?

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“We evaluated several LMSs, but Docebo stood out for its flexibility and intuitive interface, which allowed us to create personalized training paths with great ease..”

– Florence Baumassy

A structured and collaborative project:

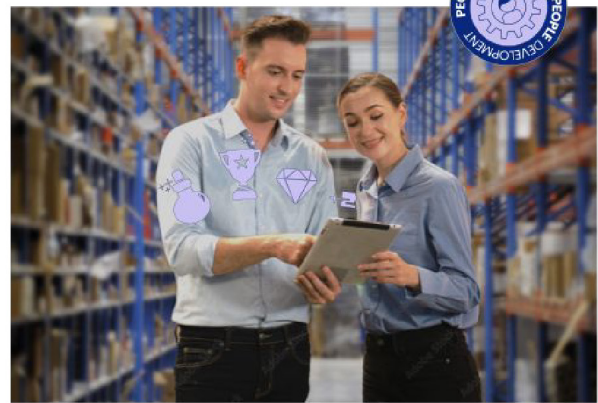
- **4 months for the call for tenders:**
A rigorous process including stakeholders from all countries to guarantee buy-in.
- **4 months for deployment:** An ambitious schedule respected thanks to close coordination with the local teams.
- **50+ workshops organized** to collect the specific needs of each country and align the teams on a common goal.

The keys to success:

- **Centralization and customization:**
A single platform, accessible to all employees, with personalized courses by profession and skill, and adapted to the specificities of the country and local language training processes.
- **Gamification:** Introduction of **challenges between colleagues, interactive playlists, and virtual rewards** to boost learning.
- **Engagement of leaders:** Reinforced communication with managers so that they become ambassadors of **the platform** and integrate the modules into individual development plans.
- **Engaging initiatives:** Launch of events such as Global **Learning Week**, which brought together 5800 employees for interactive learning activities.

Skill UP
REXEL LEARNING HUB

Reach bonus levels of knowledge



Empower your future with next-level learning on Skill Up.
Unlock new skills in a wide range
of learning programs for all levels.
#30HRGOAL

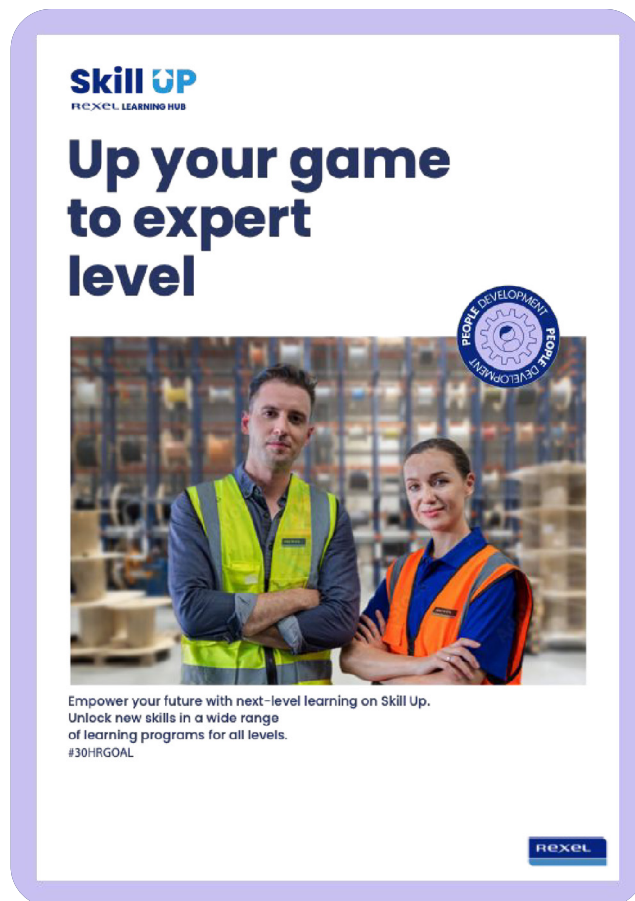
REXEL

Results

Record engagement and successful transformation

The results obtained in the first year exceed all expectations and testify to the effectiveness of **Skill up, by Rexel Learning Hub**:

- **+ 258,000 courses completed** (including e-learning and face-to-face training).
- **23,000 active users** representing an **87% engagement rate**: an impressive number for a deployment at this scale.
- **44% of connections in the first month** of launch.
- **19 countries aligned** and integrated into the platform.



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“Thanks to Docebo, we achieved an engagement rate of 87% in the first year, with spontaneous positive feedback on the platform and content.” – **Florence Baumassy**

Positive and inspiring user feedback:

Employees quickly adopted the platform, appreciating its ease of use and the relevance of the content offered. One employee expressed on Viva Engage:

“Rexel believes and invests in employees’ career development. Thank you. I am really proud to be part of the Rexel Group.”

Most popular modules:

- **Digitalization and energy transition:** Strategic themes for Rexel.
- **Customer culture:** Changing consumer habits, negotiation and sales techniques
- **Diversity and inclusion:** Reaffirmation of the company's values.
- **And of course, all our modules on products!**

Looking Ahead: Ever More Innovative Learning

Rexel does not intend to stop there. The company plans to enrich the platform with:

- **Modules on emerging topics**, in response to market developments.
- **Integration of artificial intelligence** for even more personalized recommendations.
- **Collaborative Learning Development:** Encourage knowledge sharing among colleagues.

This initiative is fully in line with Rexel's vision to **support the digital and energy transformation** of its customers, while creating an inclusive and sustainable work environment.

Conclusion: A successful digital transformation model

Thanks to **Skill Up, By Rexel Learning Hub**, Rexel has been able to provide employees with a platform to support the company's transformation and their own development, as well as to establish the foundations of a true culture of continuous learning - with convincing results and prospects!

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“My feedback to Docebo? I would tell that it's much more than an LMS: it's a strategic partner that enables a successful digital transformation in terms of training.”

– **Florence Baumassy**

docebo

**Set your employees and your
business up for success.**

Try Docebo today.

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