bluebell

LBI
LUXURY BUSINESS INSTITUTE
KOREA

# BLUEBELL RETAIL ACADEMY

BY LUXURY BUSINESS INSTITUTE

# INTRODUCTION

Welcome to the Bluebell Retail Academy.

The Bluebell Retail Academy is a Training Interactive Platform created to develop leading edge education & training programs along with innovative pedagogical tools for effective business application.

This user handbook will explain you how to be familiar with the platform.

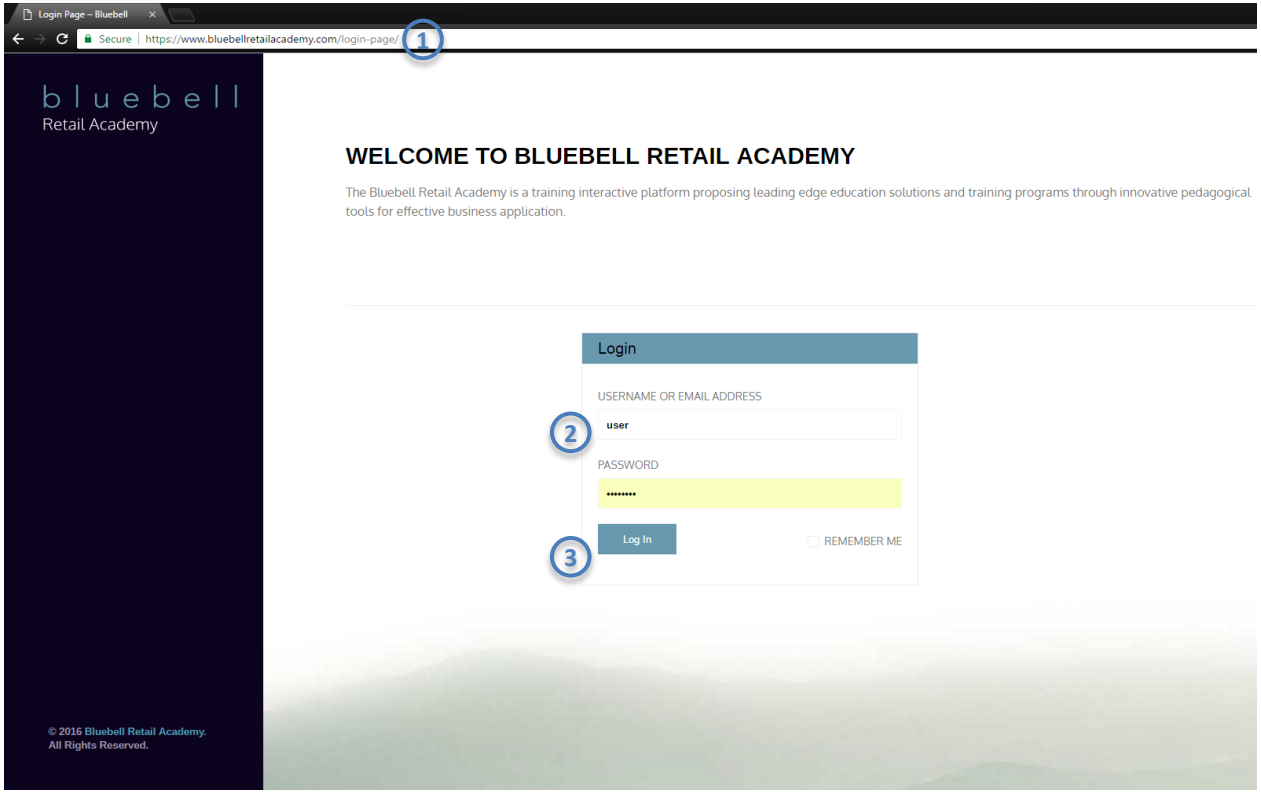
Do not hesitate to contact us if you have any questions.

# CONTENTS

1. How to use the platform?
2. How to share ideas or news related to training?
3. How to edit my profile?

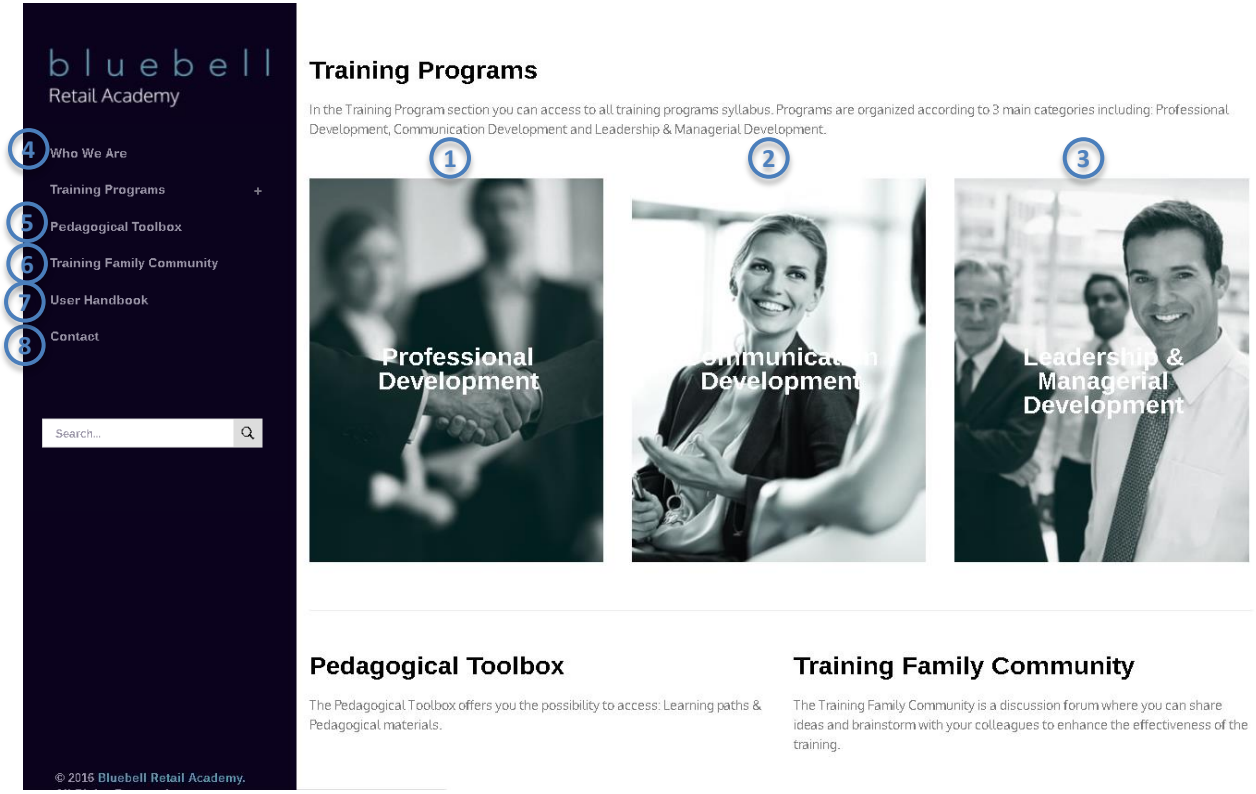
# HOW TO USE THE PLATFORM?

# LOGIN




1. Go to : www.bluebellretailacademy.com
2. Put the username & password provided to you
3. Click on **Log In**

# TRAINING PROGRAMS




On the Training Programs page (homepage), you can have access to all training programs syllabus of our different development categories (more details on next page):

1. Professional Development
2. Communication Development
3. Leadership & Managerial Development

On the menu (left), you can also have access to:

4. Who We Are : directly connect to Bluebell group website
5. Pedagogical Toolbox
6. Training Family Community
7. User Handbook
8. Contact

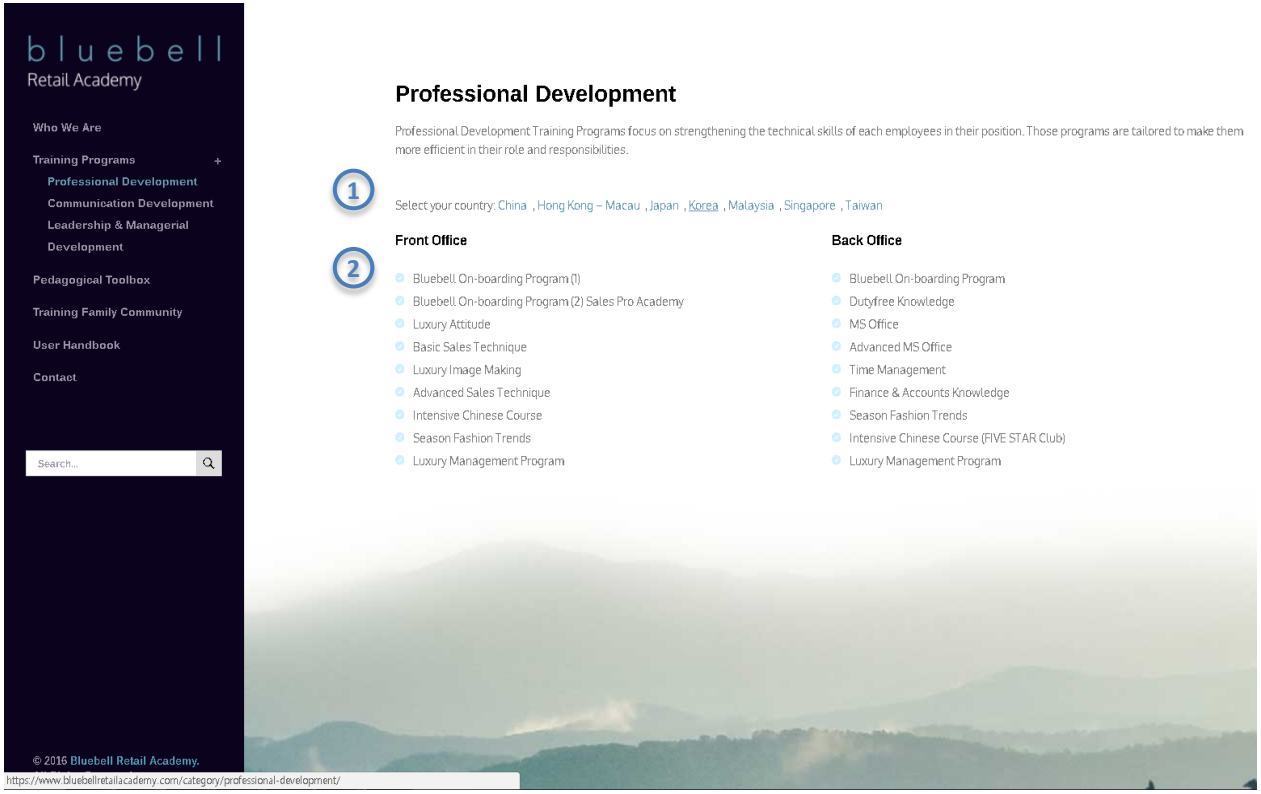
# 3 MAIN DEVELOPMENTS

1. **Professional Development:** Professional Development Training Programs focus on strengthening the technical skills of each employees in their position. Those programs are tailored to make them more efficient in their role and responsibilities.

2. **Communication Development:** Communication Development Training Programs enhance the interpersonal skills of all employees to develop close and trustful relationship with clients and colleagues.

3. **Leadership & Managerial Development:** Leadership & Managerial training programs act as a communication channel to share a common vision among the team, provide consistent client experience and involve all team members towards a common objectives.

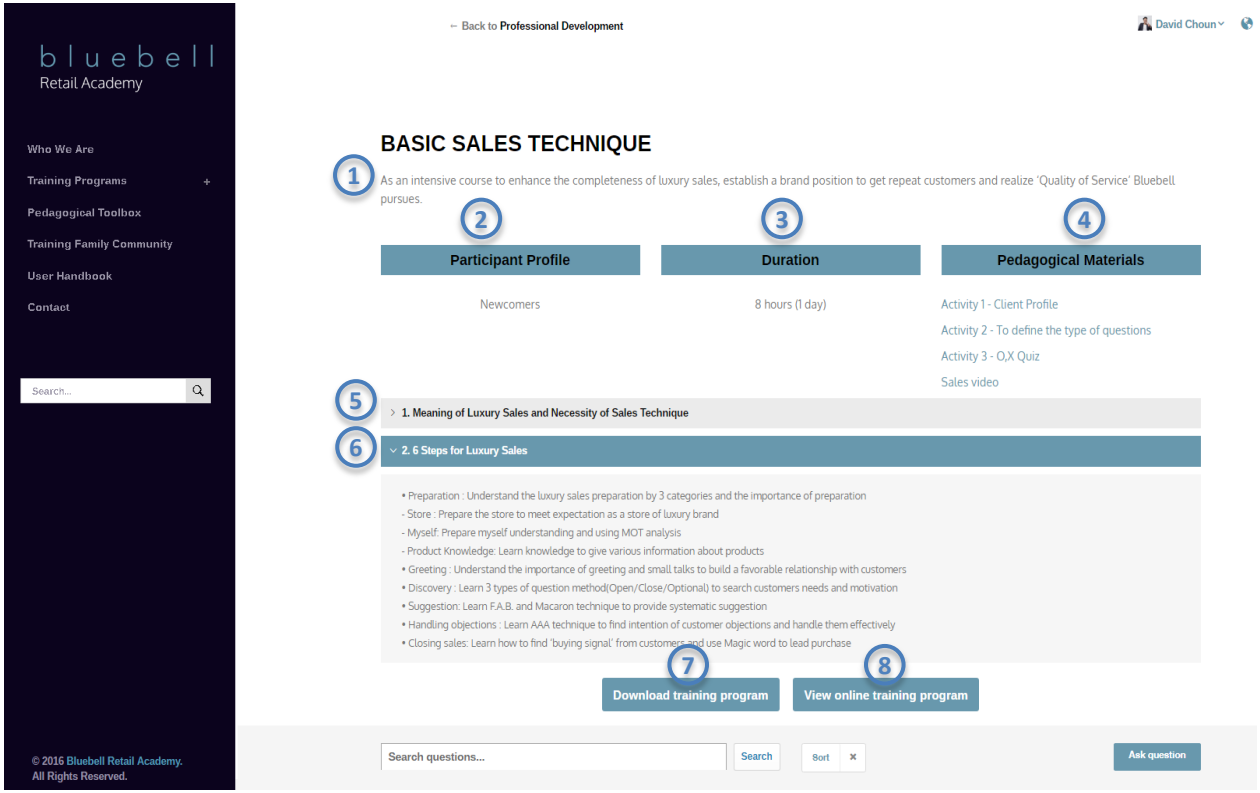
# TRAINING PROGRAMS




1. On each development page (here, Professional Development), you can select your country to have adapted content which might be different regarding the country where you are.

2. Click on one of the program in Front Office or Back Office for more details.

# PROGRAM DETAILS

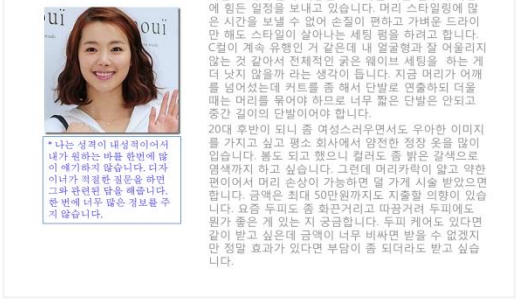


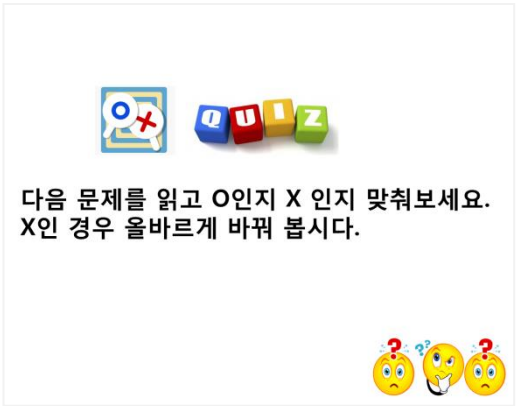

On each program page
(here, Basic sales technique),
you can check:

1. Training Objective
2. Participant profile:
   target audience of the program
3. Duration
4. Pedagogical materials
5. Main subjects which are covered in this program.
   Once you click (5) you can see the details of content. (6)
7. Download training program
8. View online training program

** Remark : Getting access to actual contents is not available at this moment.*
*Downloading/Viewing the program (7,8) will also be enabled when the contents are ready.*

# PEDAGOGICAL MATERIALS

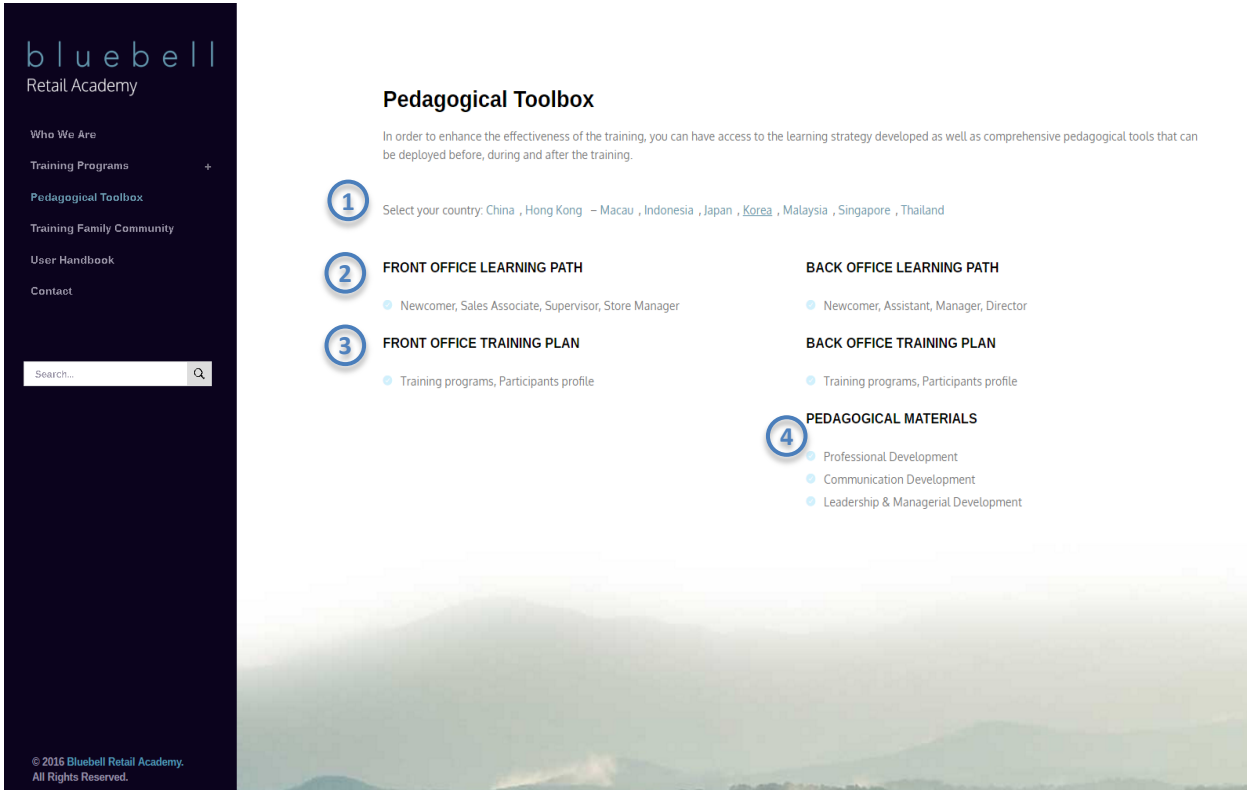





| 체크해보세요~!! | 개방형 | 폐쇄형 | 선택형 |
|---|---|---|---|
| - 블랙다이얼의 제품을 보고 싶으세요? | | | |
| - 어디로 여행가시나요? | | | |
| - 고객님이 좋아하시는 것을 찾으셨나요? | | | |
| - 얼마나 오랫동안 서울에서 머무르셨나요? | | | |
| - 그가 이것을 좋아한다고 생각하나요? | | | |
| - 다음 도착지는 어디인가요? | | | |
| - 이 제품 좋아하세요? | | | |
| - 레드 혹은 핑크를 선호하세요? | | | |
| - 지난 번 응대 직원은 누구였나요? | | | |
| - 고객님에게 보여드렸던 모델이 이 제품이었나요? | | | |
| - 어떤 종류의 향수를 가지고 계신가요? | | | |
| - 고객님이 선호하시는 것은 가방인가요? 지갑인가요? | | | |

You can have access to pedagogical materials from the training such as videos, quiz, and role-play scenarios.

# PEDAGOGICAL TOOLBOX

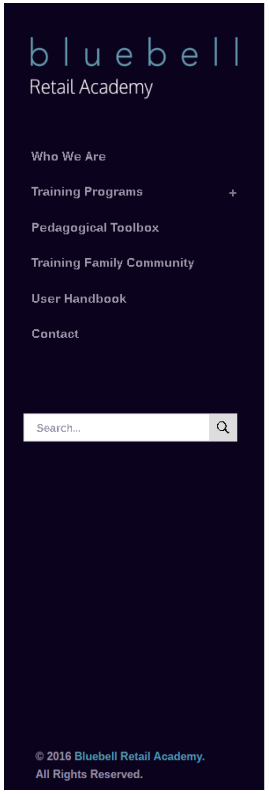


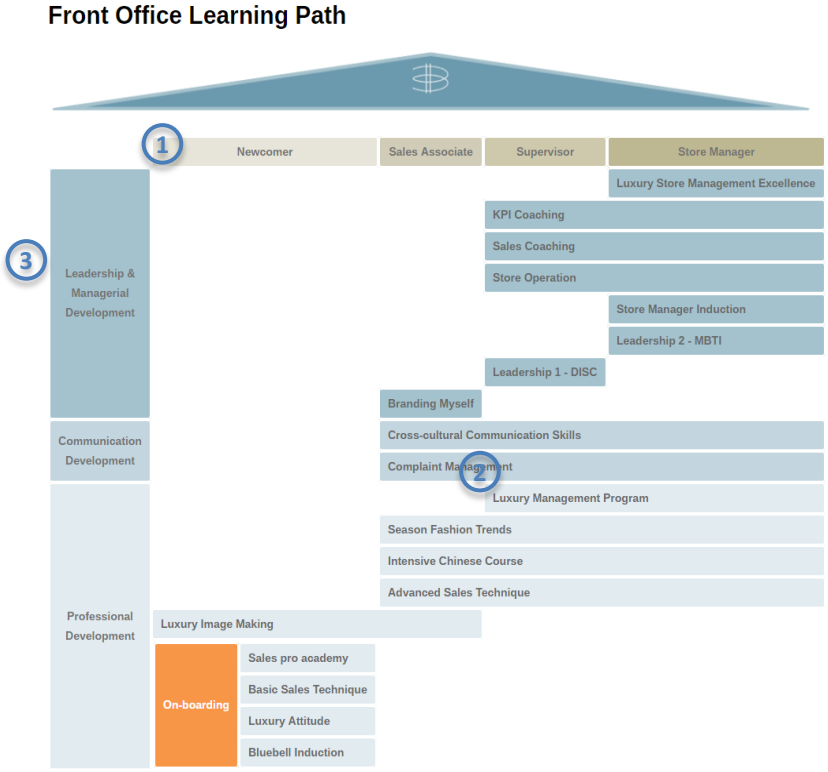

The pedagogical toolbox will help you before, during and after the training.

On the Pedagogical Toolbox:

1. Please first select your country
2. You can check the learning path and have more details on which training can be accessible
3. You can have access to the training plan of the year
4. You can have access to the pedagogical materials according to the category

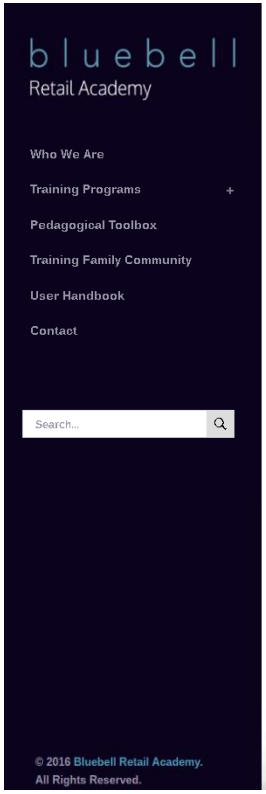
# LEARNING PATH




On the Learning Path page you can see the learning opportunities for each level(1) and check which program(2) categorized by developments(3) they can have access to.

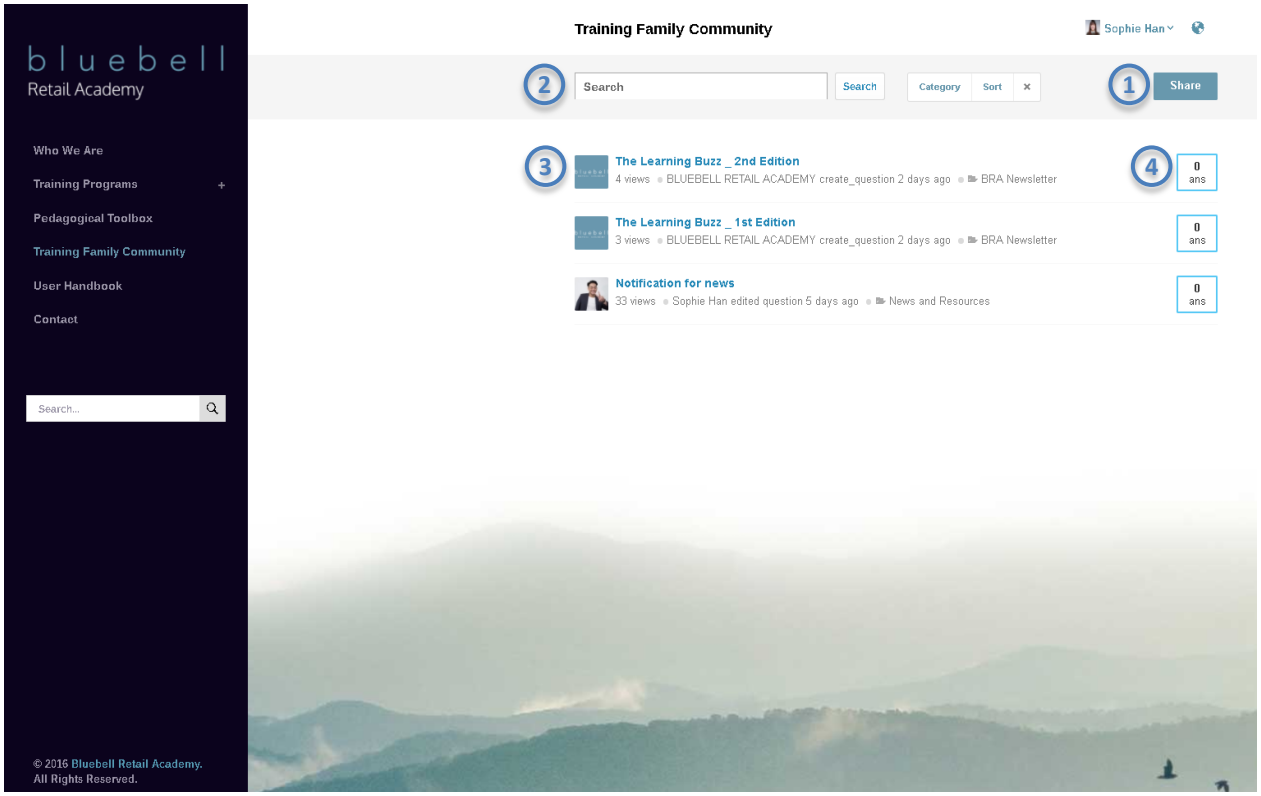
# TRAINING PLAN



The Training Plan allows you to see which program (1) will be provided to who (2) in this year.

# HOW TO SHARE IDEA OR NEWS RELATED TO TRAINING?

# SHARE

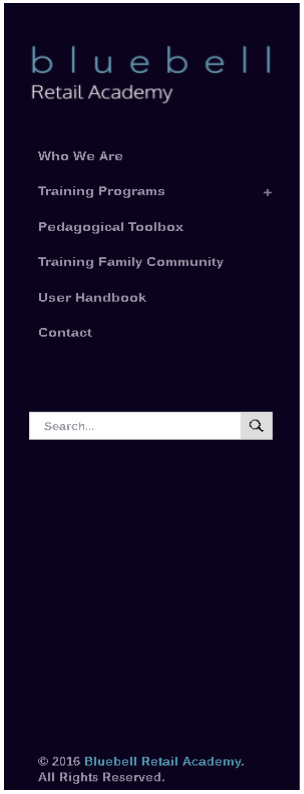


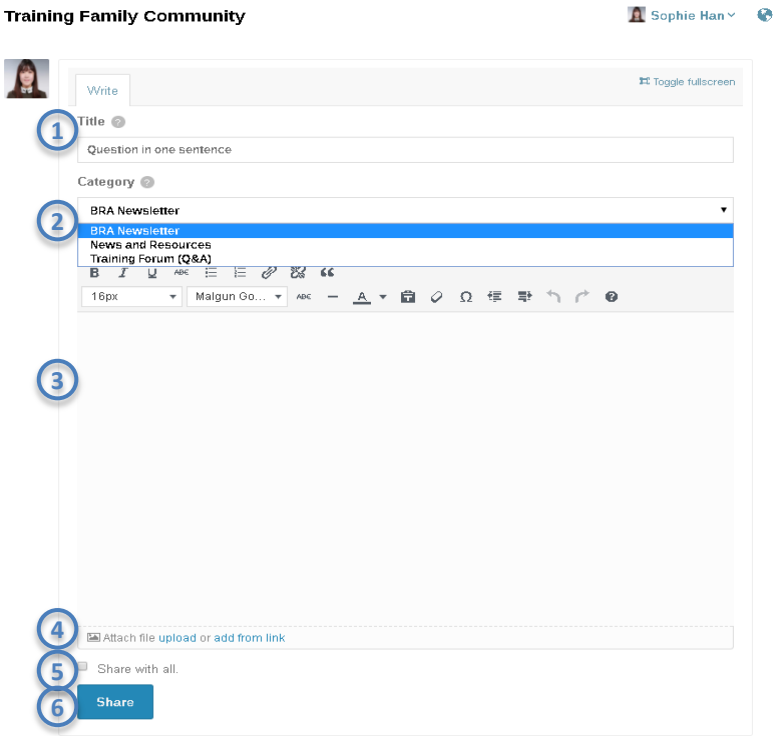

The Training Family Community allows you to share ideas or news.

From here, you can:

1. Share a new post
2. Look for posts previously shared
3. You can also check the list of posts below
4. For each post, you can check on the right the number of replies

# SHARE




If you click 'Share' button, you can see the page of writing new post.

1. Put a title that will be the main to the post you want to share
2. Choose the category of your post (more details on next page)
3. Describe your content here
4. You can also upload a picture to illustrate your topic
5. Check "Share with all" if you want to notify all users
6. Click "Share" to publish your post

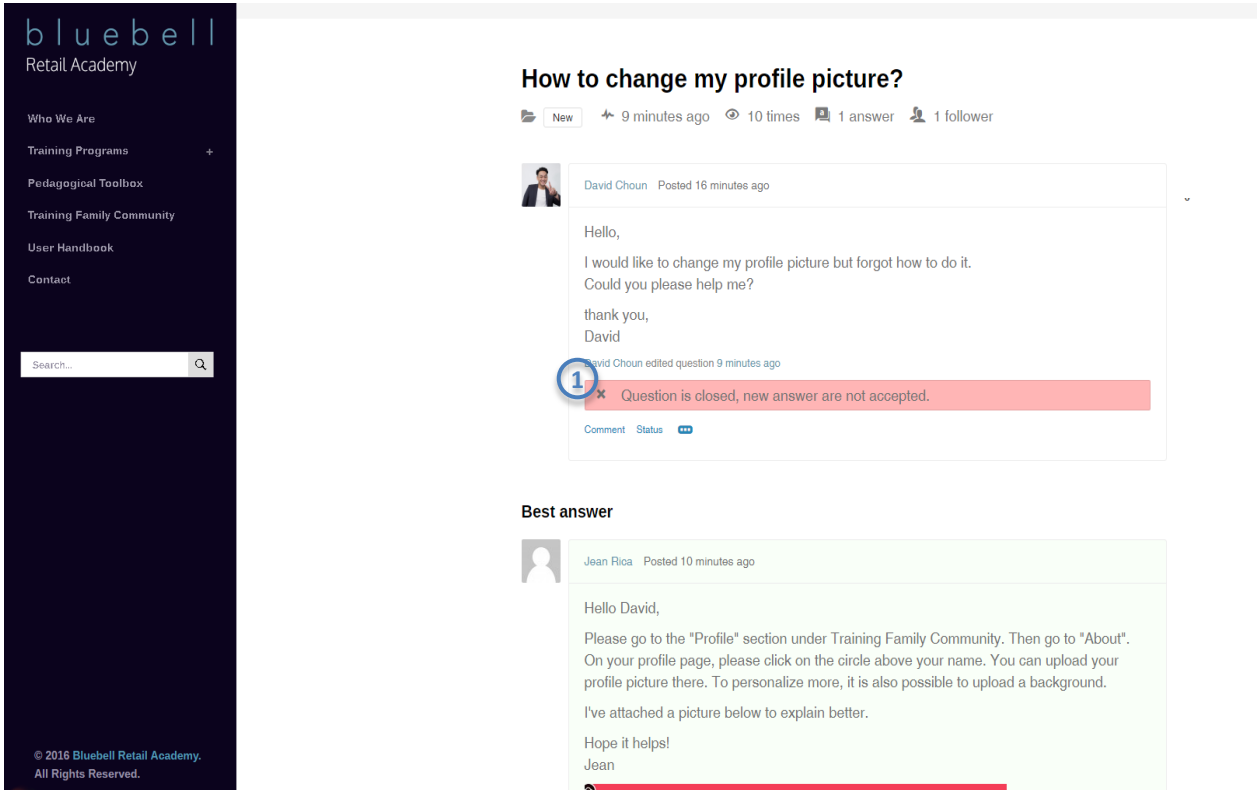
# 3 CATEGORIES FOR SHARING

1. **Training Forum(Q&A) :** Training forum is where trainers of Bluebell group freely exchange ideas and discuss issues, especially training related issues.

2. **News & Resources :** In 'News & Resources' category, trainers of Bluebell group can share training experiences or best practices in their organizations and share valuable resources such as tools or articles in order to enhance the effectiveness of training for Bluebell

3. **BRA Newsletter:** An archive for 'The Learning BUZZ' which is issued by Bluebell Retail Academy

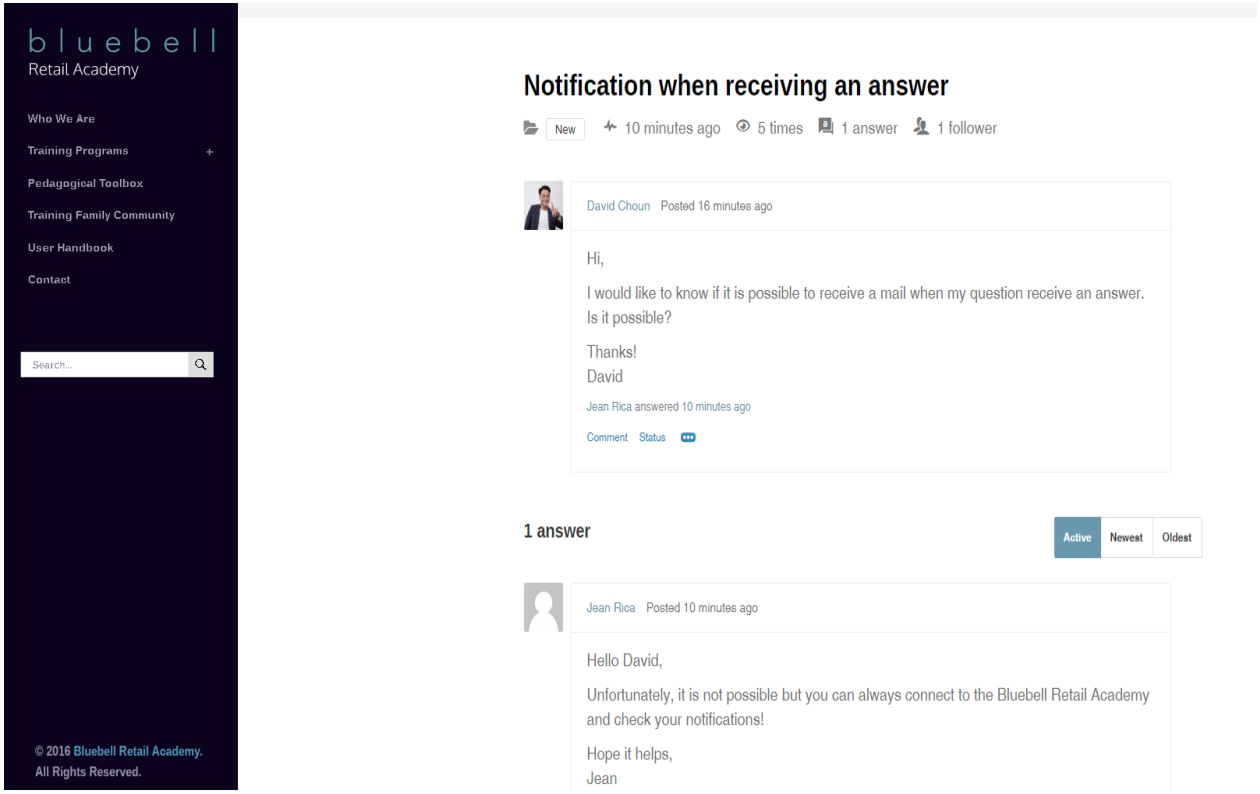
# SHARE QUESTION: SOLVED




If a user asks a question using the menu, when administrator see that the question received an appropriate answer, the question is considered closed (1).

It means that the question is solved and we need no more answer on this.

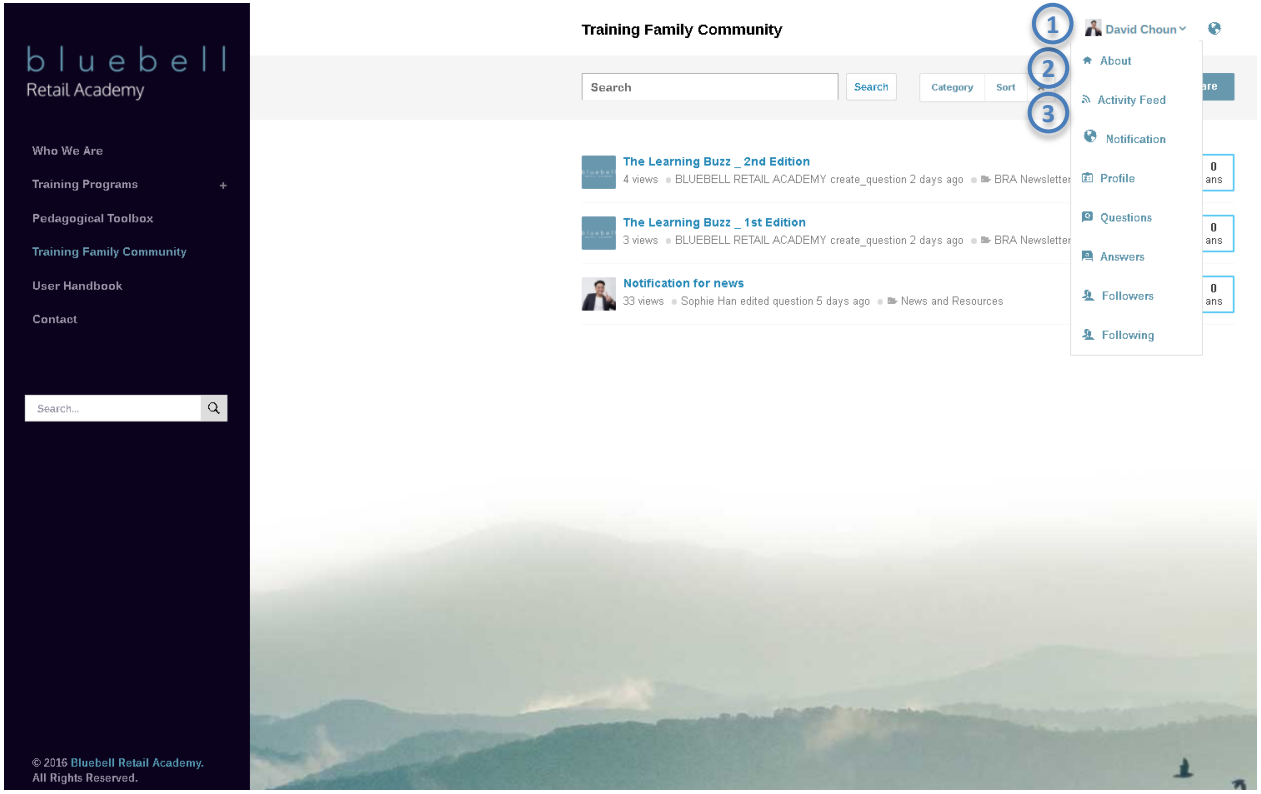
# SHARE QUESTION: UNSOLVED




If the question didn't receive any answer or any answer solving the question, people can still suggest new answer.

# HOW TO EDIT MY PROFILE?

# USER PROFILE

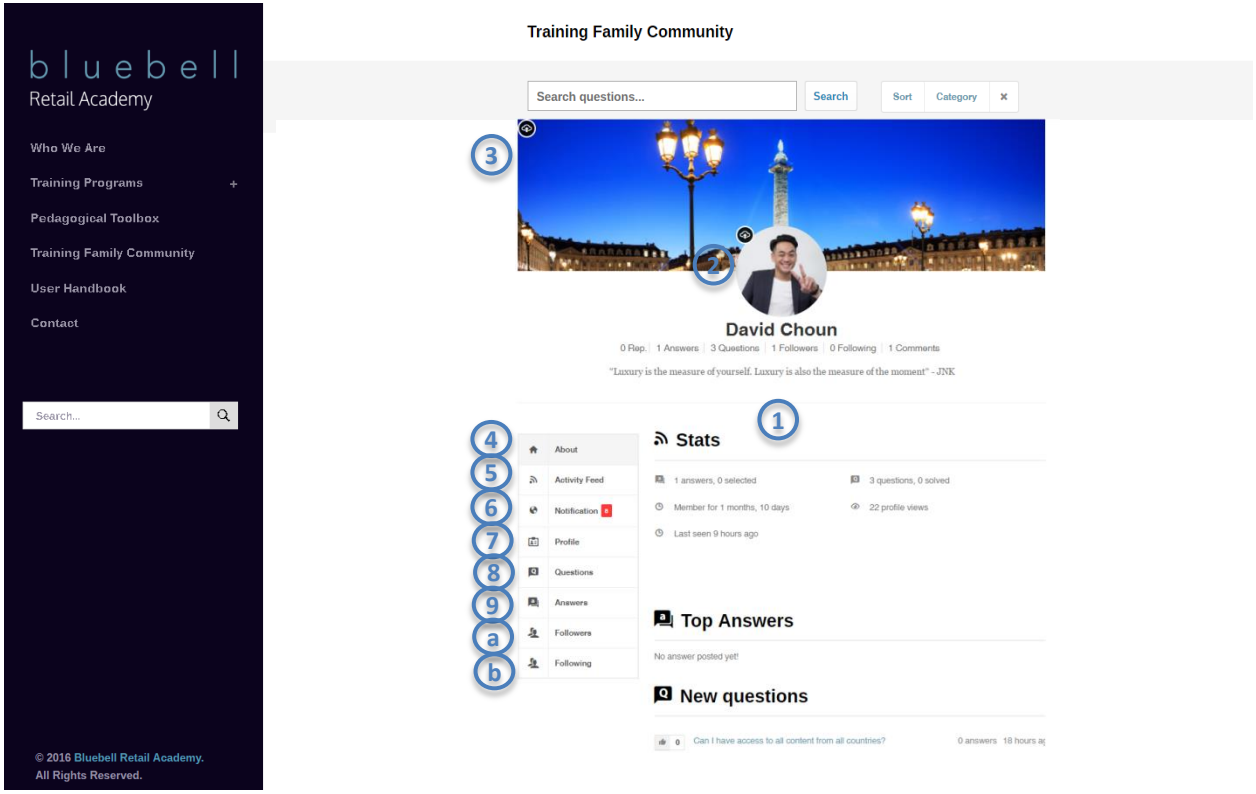



On the top right of 'Training Family Community' page, you can find your name.

Once you click your name(1), a menu bar will appear.

You can click 'About'(2) to open the page of 'User profile' and also have direct access to other menus(3) in 'User profile' page.
(more details on next page):

# USER PROFILE




The 'User profile' menu allows you to see the page of your information.

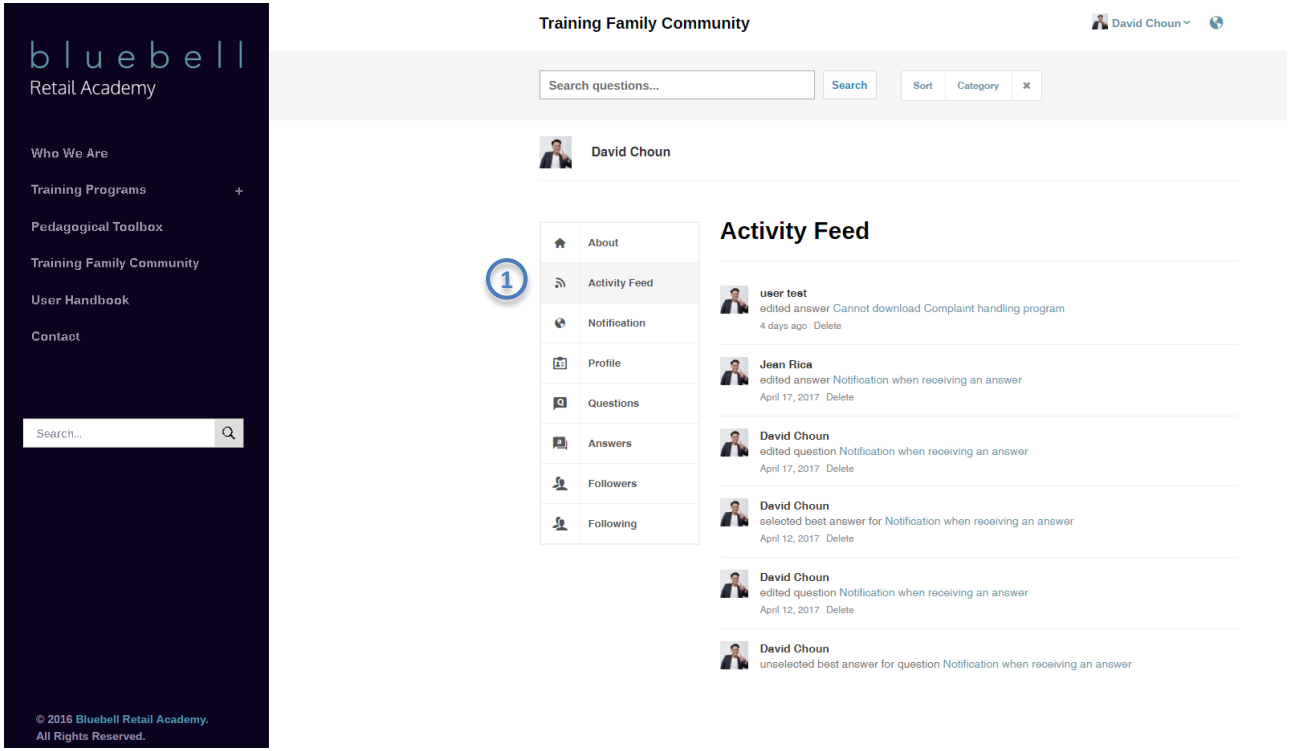
From here, you can check the summary of your activity (1).

Also, you can click here(2) to change your profile picture and here(3) to change your background image.

On the menu left, you can also have access to:

4. About : main page of user profile
5. Activity Feed
6. Notification
7. Profile
8. Questions
9. Answers
a. Followers
b. Following

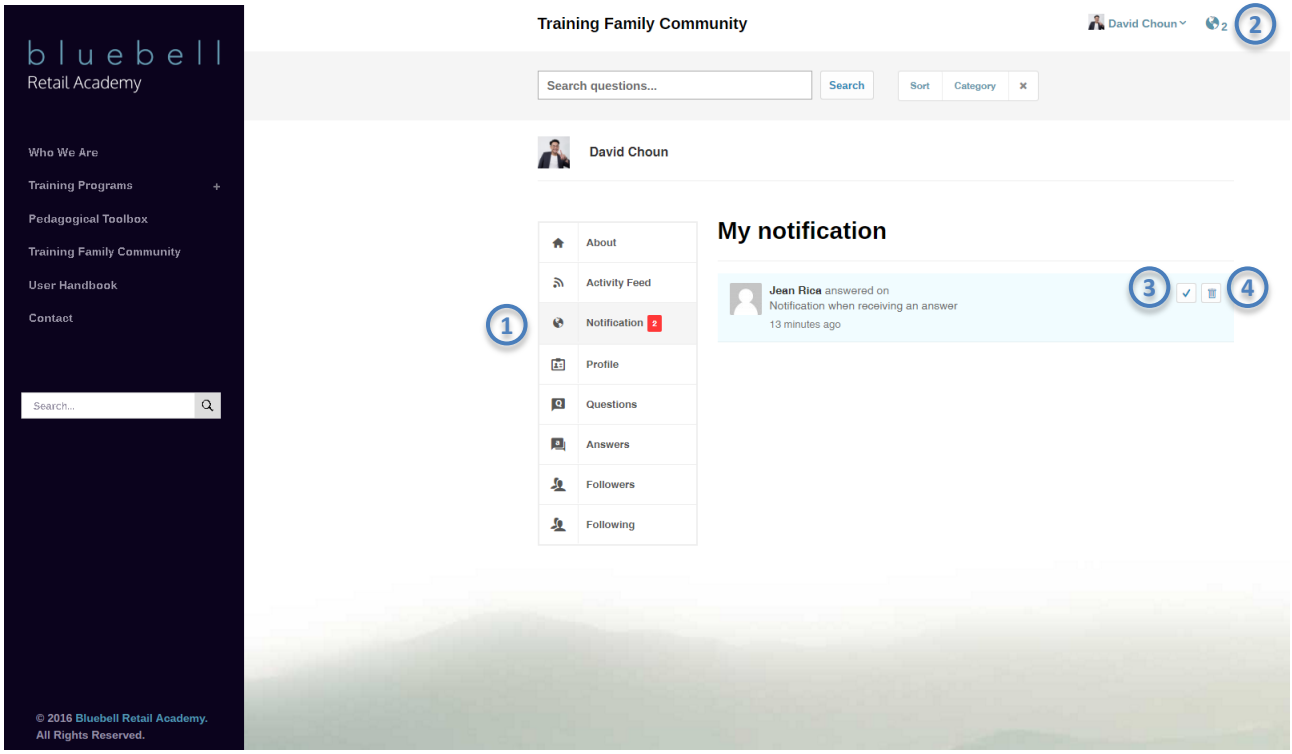
# ACTIVITY FEED




This Activity Feed(1) section shows your activity

Everyone can have access to this page and see their own activity status.

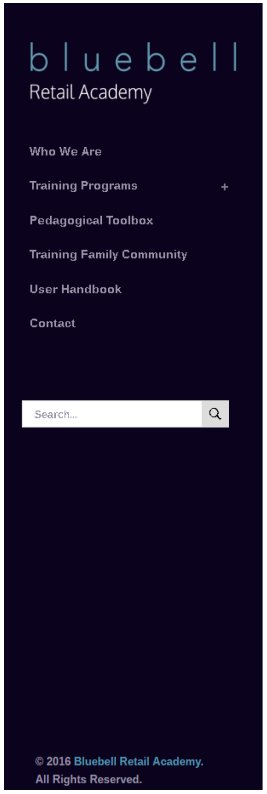
# NOTIFICATION

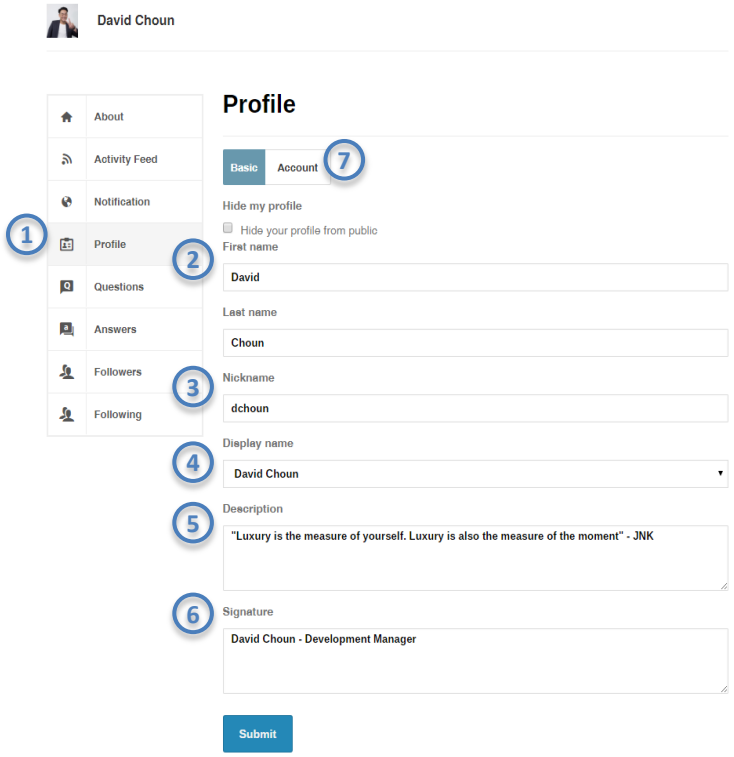



On your profile, you can check if you have notifications here (1) but also here (2).

Once on the notification page, you can decide to mark it as read (3) or delete it (4).

# EDIT PROFILE

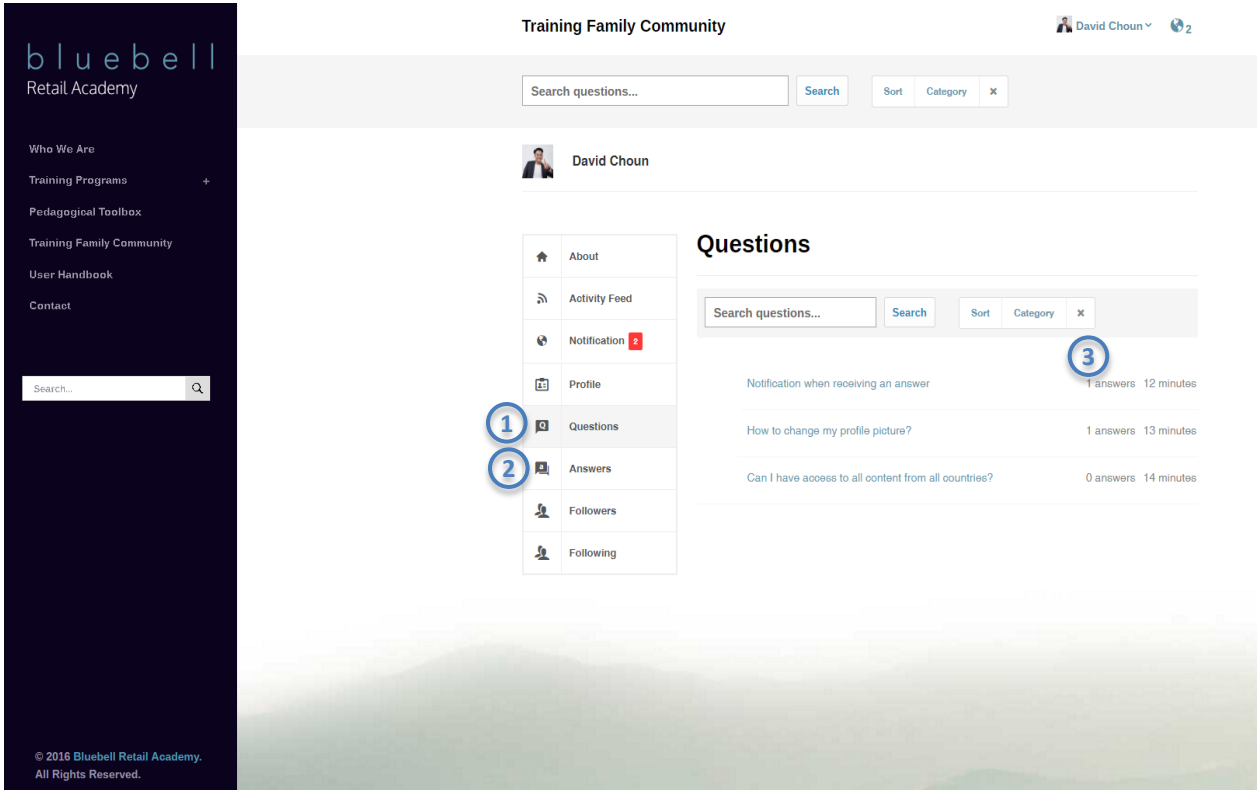



In Profile(1) section, you can edit your profile by filling all the blanks with your information:

2. Put your full name here
3. Put your nickname
4. You can choose your display name which is the name that other users will see
5. You can put any sentence to describe you here. It will appear under your name on your profile page
5. Signature
6. You can go on “account” to change your password

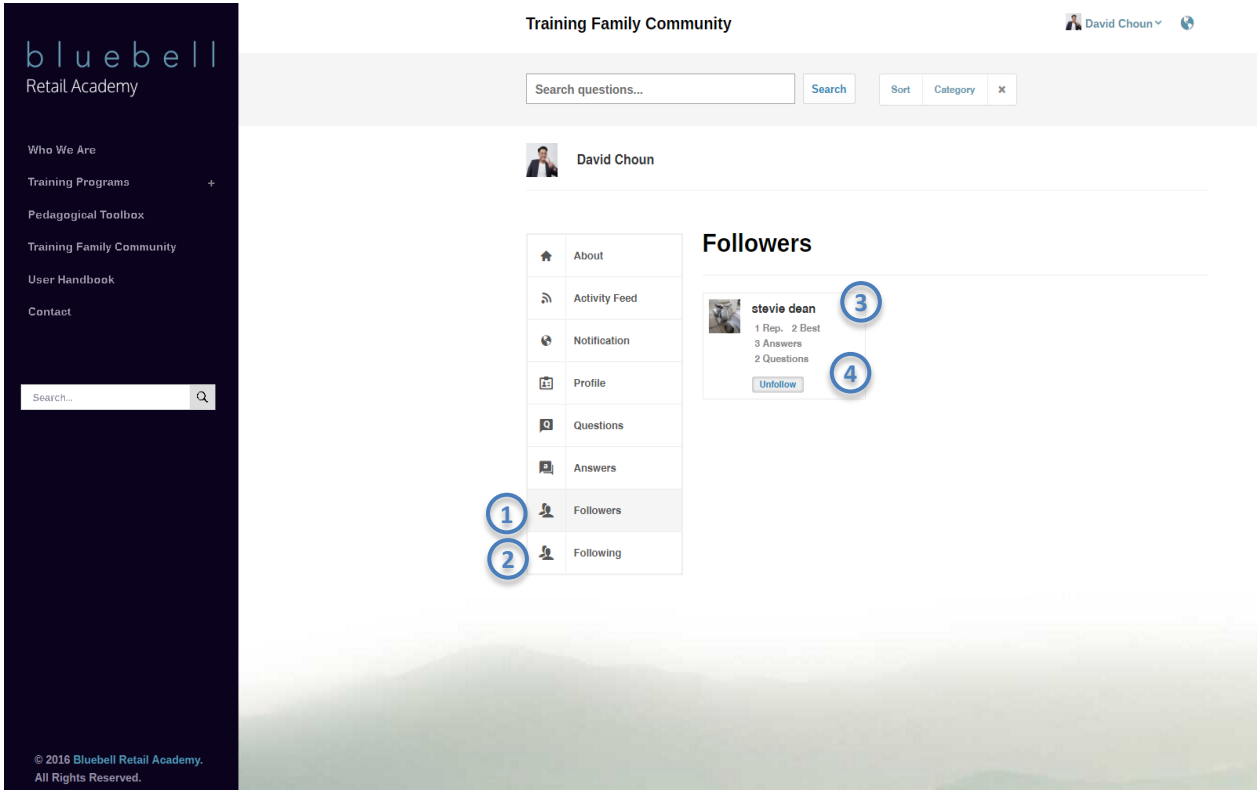
# QUESTIONS/ANSWERS




In Questions(1)/Answers(2) section, you can see the questions and answers from the profile you are visiting.

In the question section, you can also check the number of answers received by the question(3)

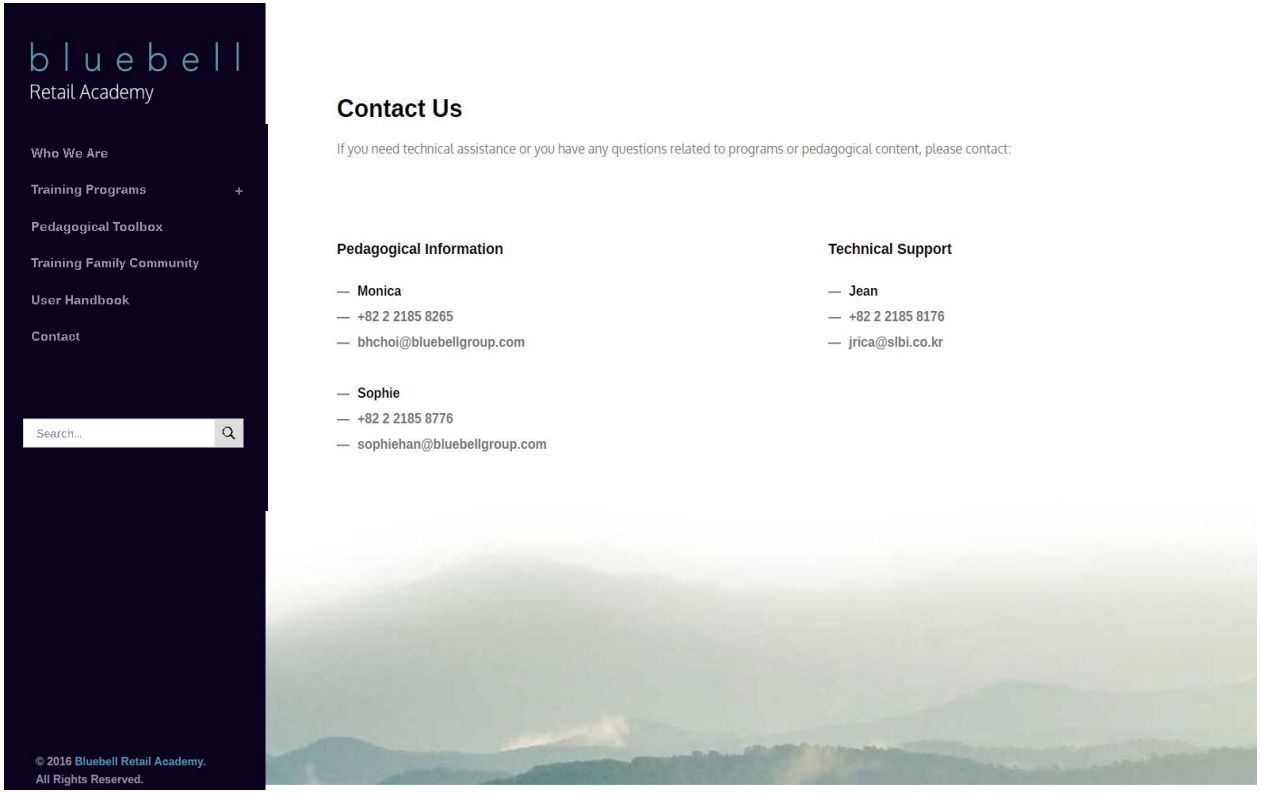
# FOLLOWERS/FOLLOWING




The Followers(1)/Following(2) section shows you the people who follow you and who you follow.

From here (3), you can see a summary of their profile and click on it to have their full profile or unfollow them by clicking on unfollow (4)

# CONTACT US




You can contact us if you have any question regarding our programs or pedagogical content.

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# THANK YOU.