

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 ask and answer questions?
3. How to edit my profile?

HOW TO USE THE PLATFORM?

The screenshot shows a web browser window with the address bar displaying "https://www.bluebellretailacademy.com/login-page" and a "Secure" icon. The page has a dark blue header with the "bluebell Retail Academy" logo. Below the header, the text "WELCOME TO BLUEBELL RETAIL ACADEMY" is followed by a descriptive paragraph. A login form is centered on the page, titled "Login". It contains two input fields: "USERNAME OR EMAIL ADDRESS" with the text "user" and "PASSWORD" with masked characters. Below the password field is a "Log In" button and a "REMEMBER ME" checkbox. Three blue circular callouts with numbers 1, 2, and 3 are overlaid on the page: 1 points to the address bar, 2 points to the username field, and 3 points to the "Log In" button. The footer of the page contains the copyright notice "© 2016 Bluebell Retail Academy. All Rights Reserved."

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

TRAINING PROGRAMS

Bluebell – Retail Academy

Secure | https://www.bluebellretailacademy.com

Bluebell Customize 5 0 + New Edit Page

bluebell
Retail Academy

4 Who We Are

5 Training Programs +

6 Pedagogical Toolbox

7 Training Family Community +

8 Discussion Forum

User profile

User Handbook

Contact

Search...

Training Programs

In the Training Program section you can access to all training programs syllabus and download the program content. Programs are organized according to 3 main skill sets including: Professional Development, Communication Development and Leadership & Managerial Development.

Professional Development

Communication Development

Leadership & Managerial Development

Pedagogical Toolbox

The Pedagogical Toolbox offers you the possibility to access: Learning paths &

Training Family Community

The Training Family Community is a discussion forum where you can share

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

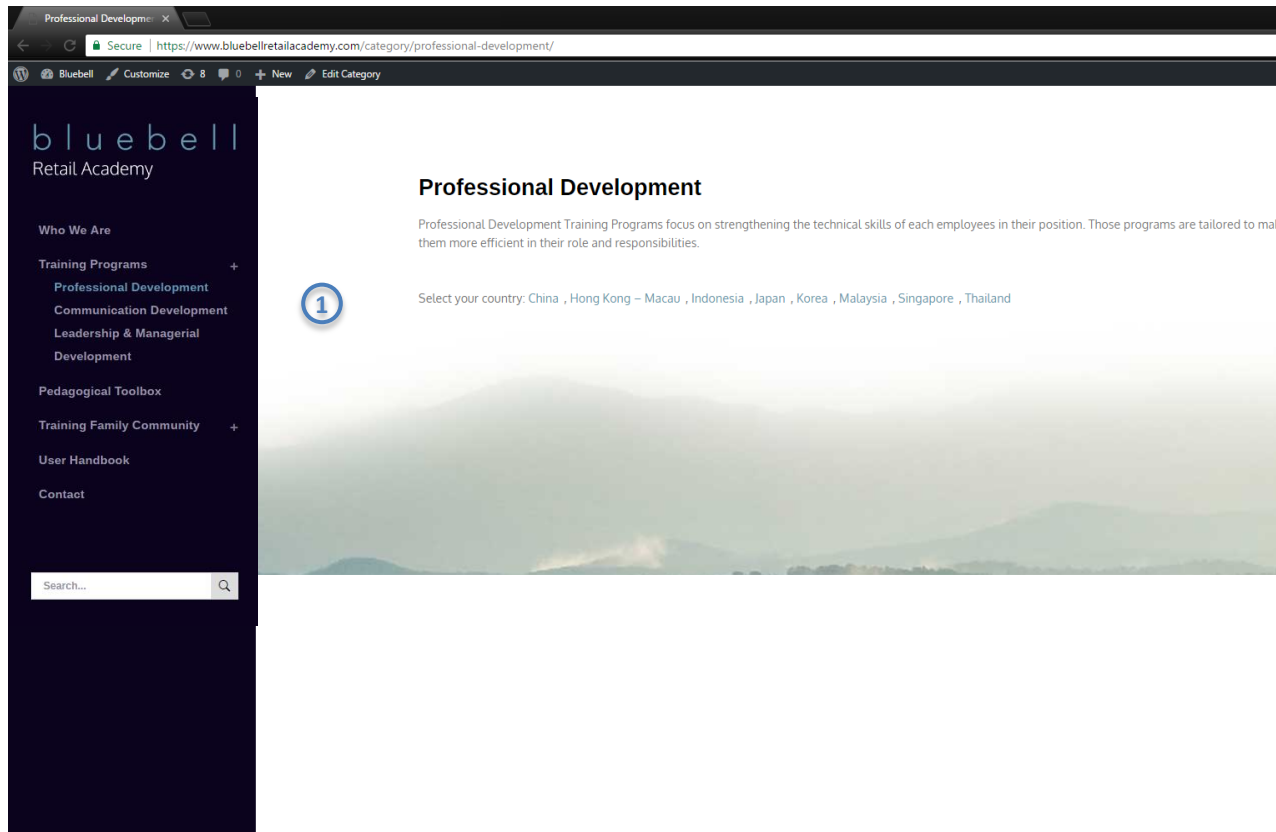
On the menu (left), you can also have access to:

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

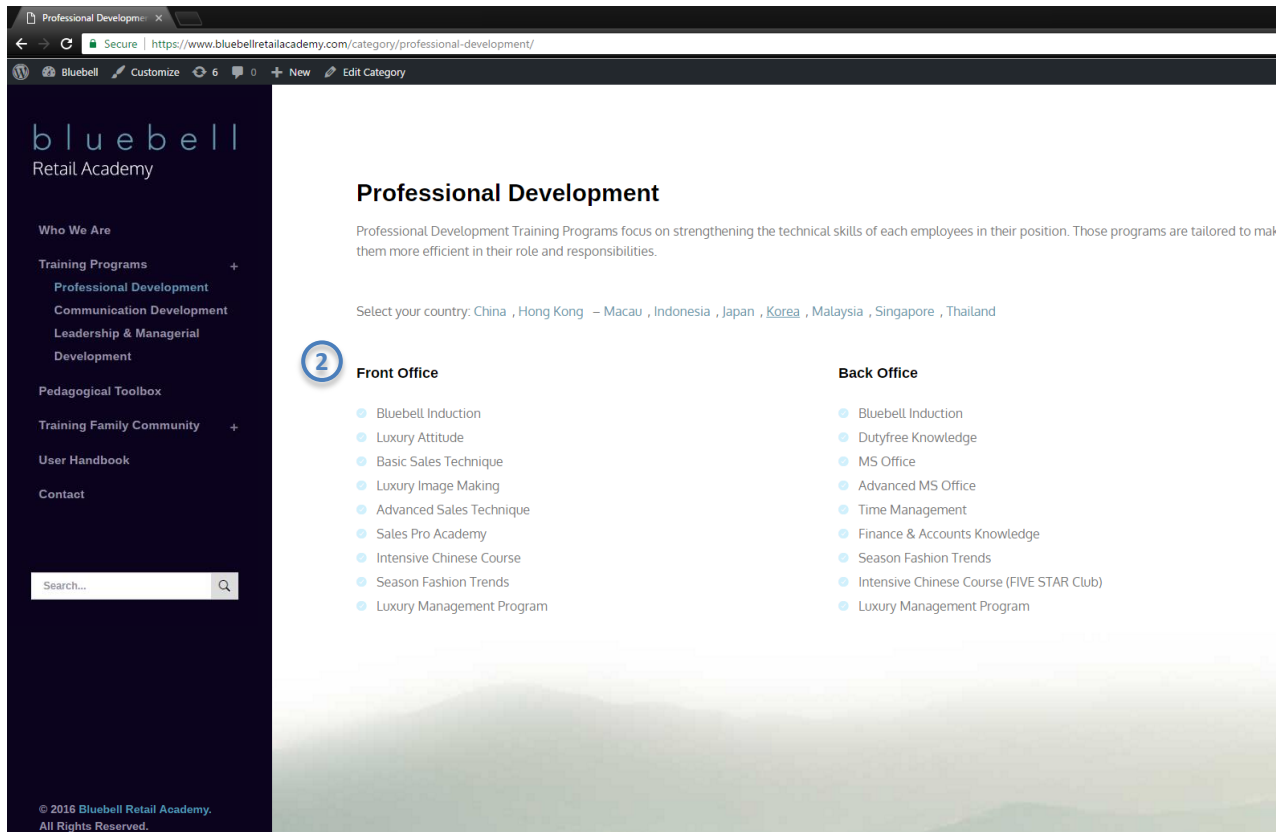
1. **Professional Development:** Professional Development Training Programs focus on strengthening the technical skills of each employees in their position. Those programs are tailored to make them more efficient in their role and responsibilities.
2. **Communication Development:** Communication Development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

TRAINING PROGRAMS



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.

Select your country: China , Hong Kong – Macau , Indonesia , Japan , Korea , Malaysia , Singapore , Thailand

2 Front Office

- Bluebell Induction
- Luxury Attitude
- Basic Sales Technique
- Luxury Image Making
- Advanced Sales Technique
- Sales Pro Academy
- Intensive Chinese Course
- Season Fashion Trends
- Luxury Management Program

Back Office

- Bluebell Induction
- Dutyfree Knowledge
- MS Office
- Advanced MS Office
- Time Management
- Finance & Accounts Knowledge
- Season Fashion Trends
- Intensive Chinese Course (FIVE STAR Club)
- Luxury Management Program

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

PROGRAM DETAILS

The screenshot shows the 'BASIC SALES TECHNIQUE' program page on the Bluebell Retail Academy website. The page is titled 'BASIC SALES TECHNIQUE' and includes a description: 'As an intensive course to enhance the completeness of luxury sales, establish a brand position to get repeat customers and realize 'Quality of Service' Bluebell pursues.' The page is divided into several sections, each marked with a numbered circle (1-8) indicating key features to check:

- 1. Training Objective:** As an intensive course to enhance the completeness of luxury sales, establish a brand position to get repeat customers and realize 'Quality of Service' Bluebell pursues.
- 2. Participant profile:** Newcomers
- 3. Duration:** 8 hours (1 day)
- 4. Pedagogical Materials:** Activity 1 - Client Profile, Activity 2 - To define the type of questions, Activity 3 - O,X Quiz, Sales video
- 5. Main subjects which are covered in this program:**
 - > 1. Meaning of Luxury Sales and Necessity of Sales Technique
 - > 2. 6 Steps for Luxury Sales
 - Preparation : Understand the luxury sales preparation by 3 categories and the importance of preparation
 - Store : Prepare the store to meet expectation as a store of luxury brand
 - Myself : Prepare myself understanding and using MOT analysis
 - Product Knowledge : Learn knowledge to give various information about products
 - Greeting : Understand the importance of greeting and small talks to build a favorable relationship with customers
 - Discovery : Learn 3 types of question method (Open/Close/Optional) to search customers needs and motivation
 - Suggestion : Learn F.A.B. and Macaron technique to provide systematic suggestion
 - Handling objections : Learn AAA technique to find intention of customer objections and handle them effectively
 - Closing sales : Learn how to find 'buying signal' from customer and use Magic word to lead purchase
- 7. Download training program**
- 8. View online training program**

The page also includes a sidebar with navigation links (Who We Are, Training Programs, Pedagogical Toolbox, Training Family Community, User Handbook, Contact), a search bar, and a footer with copyright information (© 2016 Bluebell Retail Academy. All Rights Reserved.)

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 : The function of 7,8 will be enabled when the contents are ready.



* 나는 성격이 내성적이어서 내가 원하는 바를 한번에 말아내기 어렵습니다. 다짜이녀가 적절한 질문을 하면 그와 관련된 답을 해줍니다. 한번에 너무 많은 정보를 주지 않습니다.

내가 원하는 스타일:

나는 20대 후반의 직장인으로 매일 바쁜 업무와 야근에 힘든 일정을 보내고 있습니다. 머리 스타일링에 많은 시간을 보낼 수 없어 손질이 편하고 가벼운 드라이만 해도 스타일이 살아나는 세팅 폼을 하려고 합니다. C컬이 계속 유령인 거 같은데 내 얼굴형과 잘 어울리지 않는 것 같아서 전체적인 굽은 웨이브 세팅을 하는 게 더 낫지 않을까 라는 생각이 듭니다. 지금 머리가 어깨를 넘어있는데 컷트를 줄 해서 단발로 연출하되 턱을 때는 머리를 뒤편에 하므로 너무 짧은 단발은 안되고 중간 길이의 단발이어야 합니다.

20대 후반이 되니 좀 여성스러우면서도 우아한 이미지를 가지고 살고 평소 회사에서 안전한 정장 옷을 많이 입습니다. 품도 되고 했으니 질러도 좀 밝은 갈색으로 염색까지 하고 싶습니다. 그런데 머리카락이 얇고 약한 편이어서 머리 손상이 가능하면 덜 가게 시술 받았으면 합니다. 금액은 최대 50만원까지도 지출할 의향이 있습니다. 요즘 두피도 좀 화끈거리고 따끔거리 두피에도 뭔가 좋은 게 있는 지 궁금합니다. 두피 케어도 있다면 같이 받고 싶는데 금액이 너무 비싸면 받을 수 없겠지만 정말 효과가 있다면 부담이 좀 되더라도 받고 싶습니다.



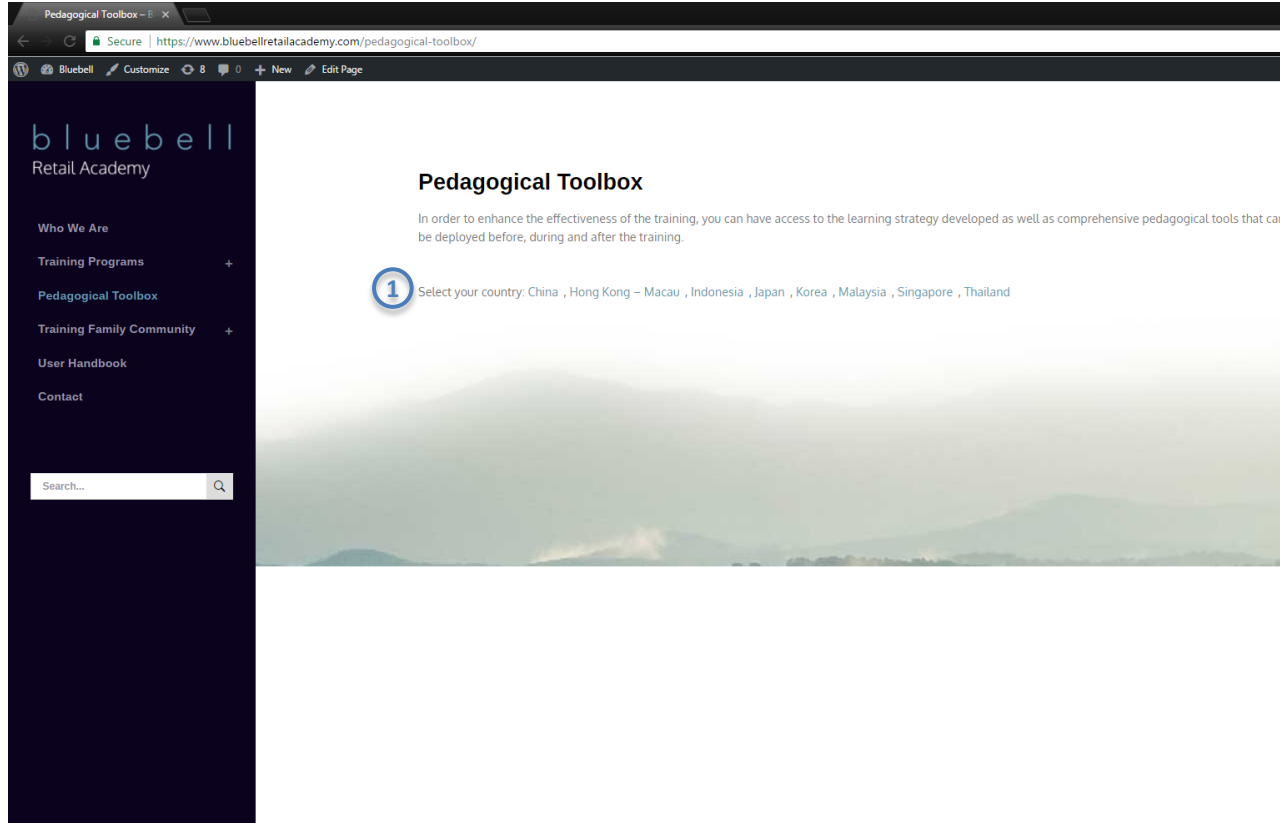
다음 문제를 읽고 O인지 X인지 맞춰보세요.
X인 경우 올바르게 바꿔 봅시다.



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

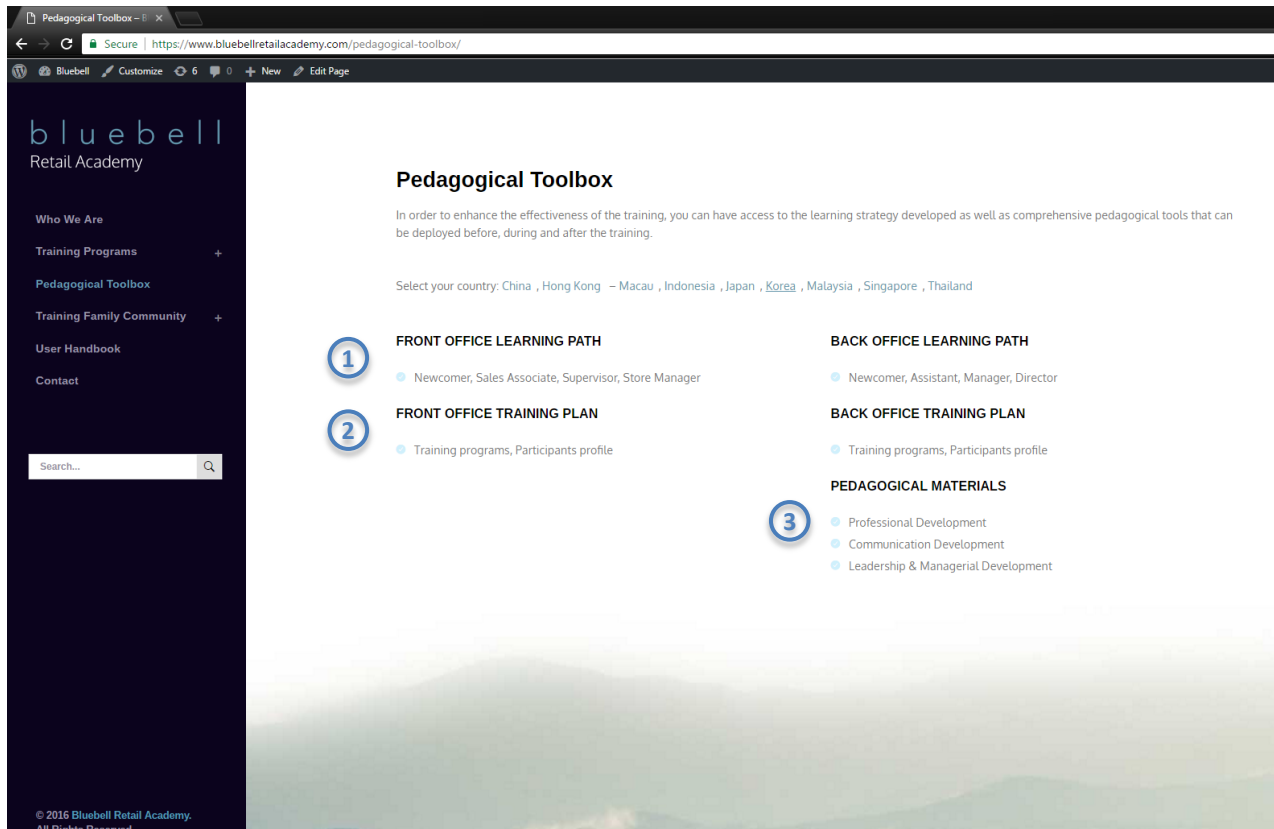
You can have access to pedagogical materials from the training such as videos, quiz, and role-play scenarios.

PEDAGOGICAL TOOLBOX



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

On the Pedagogical Toolbox page,
1. Please select your country

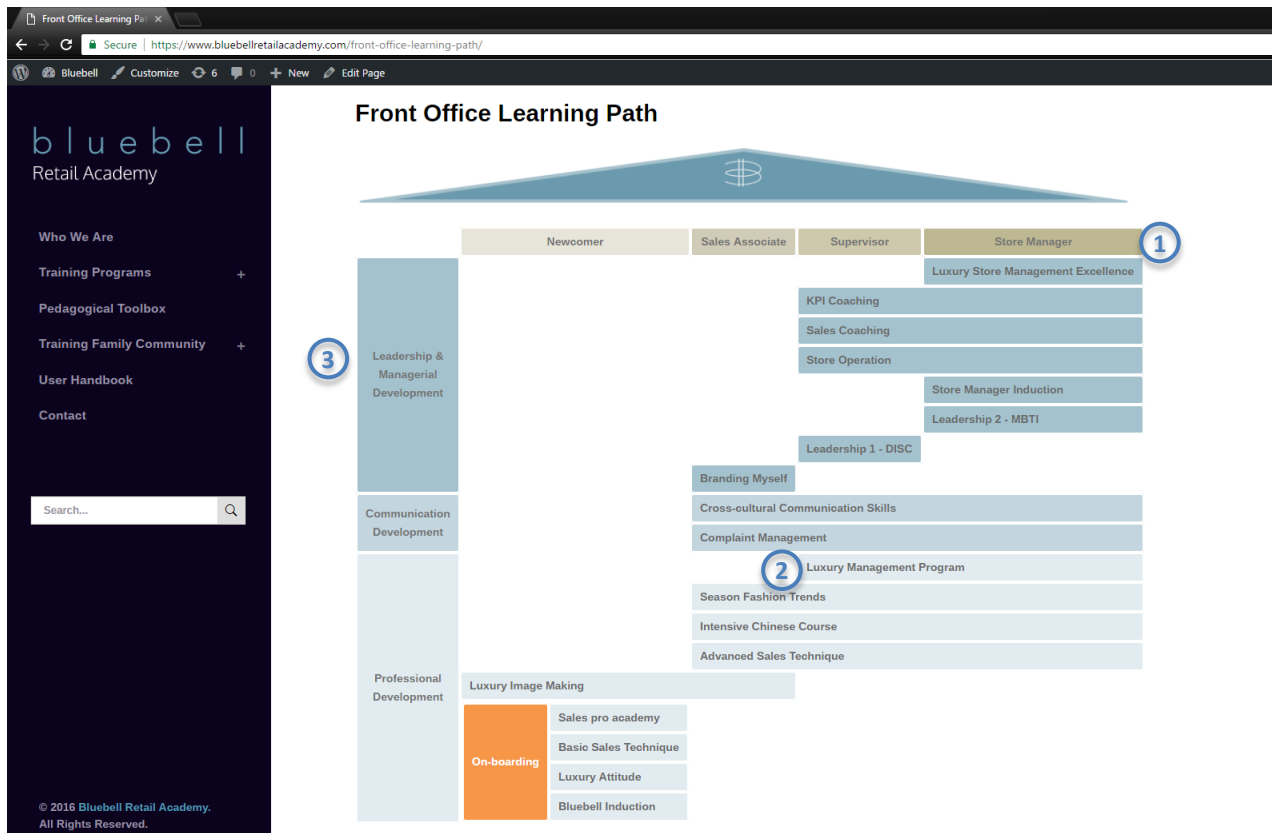


The pedagogical toolbox will help you before, during and after the training.

After selecting the country,

1. You can check the learning path and have more details on which training can be accessible
2. You can have access to the training plan of the year
3. 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

Front Office Training Plan

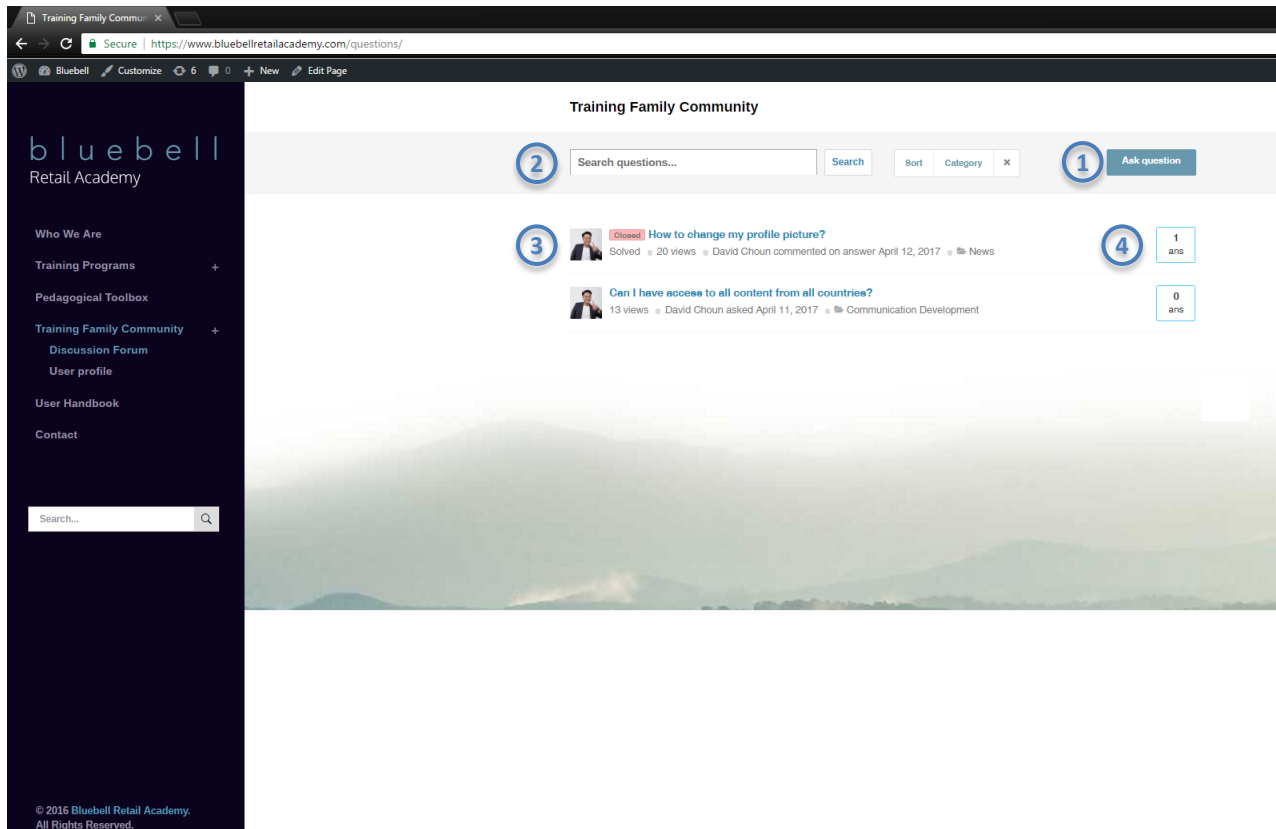
Newcomer	Junior	Senior	Supervisor	Store Manager	Special
Bluebell Introduction	Advanced-Sales Technique	Complaint Management	Supervisor Promotion Training (Leadership & Store operation)	Store Manager Promotion Training (Leadership & store operation)	Season Fashion Trends
Luxury Attitude	Luxury Image Making	Branding Myself	Sales Coaching	Store Manager Induction	Intensive Chinese Course
Basic Sales Technique			KPI Coaching	Cross-cultural Communication skills	Luxury Management Program (LMP)
Sales Pro Academy				Luxury Store Management Excellence (LSME)	

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

HOW TO ASK AND ANSWER QUESTIONS?

QUESTIONS



The Training Family Community allows you to share and ask about trainings content.

From here, you can:

1. Ask new question
2. Look for questions previously asked
3. You can also check questions and answers below.
4. For each questions, you can check on the right the number of answers

ASK A QUESTION

The screenshot shows a web browser window with the URL <https://www.bluebellretailacademy.com/questions/ask/>. The page is titled "Training Family Community" and features a user profile for "David Choun". On the left is a dark blue sidebar with the "bluebell Retail Academy" logo and a navigation menu including "Who We Are", "Training Programs", "Pedagogical Toolbox", "Training Family Community", "User Handbook", and "Contact". A search bar is located at the bottom of the sidebar. The main content area is a form for asking a question, with five numbered annotations: 1. Points to the "Title" input field containing "How to change my profile picture?". 2. Points to the "Category" dropdown menu set to "New". 3. Points to the "Description" text area containing the text: "Hello, I would like to change my profile picture but forgot how to do it. Could you please help me? Thank you, David". 4. Points to the "Attach file upload or add from link" section. 5. Points to the "Post question" button. The form also includes a "Write" tab, a "Toggle fullscreen" button, and a rich text editor toolbar.

If you click 'Ask question' menu, you can see the page of entering question.

1. Put a title that will be the main
2. Choose the category of your question
3. Describe your problem here.
4. You can also upload a picture to illustrate your problem
5. Click on "Post Question" to publish your question

QUESTION: SOLVED

The screenshot shows a web browser window with the URL <https://www.bluebellretailacademy.com/questions/question/how-to-change-my-profile-picture/>. The page features a dark blue sidebar with the 'bluebell Retail Academy' logo and navigation links: 'Who We Are', 'Training Programs', 'Pedagogical Toolbox', 'Training Family Community', 'User Handbook', and 'Contact'. A search bar is located at the bottom of the sidebar.

The main content area displays a question titled 'How to change my profile picture?'. The question was posted 9 minutes ago by David Choun and has 10 views, 1 answer, and 1 follower. The question text is: 'Hello, I would like to change my profile picture but forgot how to do it. Could you please help me? thank you, David'. A notification banner with a red background and a circled '1' icon states: 'Question is closed, new answer are not accepted.' Below the question, the 'Best answer' section shows a response from Jean Rica, posted 10 minutes ago. The answer text is: 'Hello David, Please go to the "Profile" section under Training Family Community. Then go to "About". On your profile page, please click on the circle above your name. You can upload your profile picture there. To personalize more, it is also possible to upload a background. I've attached a picture below to explain better. Hope it helps! Jean'.

When administrator see that a 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.

QUESTION: UNSOLVED

The screenshot shows a web browser window with the URL <https://www.bluebellretailacademy.com/questions/question/notification-when-receiving-an-answer/>. The page is titled "Training Family Community" and features a search bar, a "Search" button, and a "Ask question" button. The main content area displays a question titled "Notification when receiving an answer" posted by David Choun 16 minutes ago. The question text is: "Hi, I would like to know if it is possible to receive a mail when my question receive an answer. Is it possible? Thanks! David". Below the question, it indicates "1 answer" and shows a response from Jean Rica posted 10 minutes ago. The response text is: "Hello David, Unfortunately, it is not possible but you can always connect to the Bluebell Retail Academy and check your notifications! Hope it helps, Jean". The left sidebar contains navigation links: "Who We Are", "Training Programs", "Pedagogical Toolbox", "Training Family Community", "User Handbook", and "Contact". The footer of the sidebar states "© 2016 Bluebell Retail Academy. All Rights Reserved."

If a 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

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

The screenshot displays the Bluebell Retail Academy website. The left sidebar contains navigation links: Who We Are, Training Programs, Pedagogical Toolbox, Training Family Community (highlighted with a plus sign), Discussion Forum, User profile, User Handbook, and Contact. A search bar is located at the bottom of the sidebar. The main content area is titled 'Training Family Community' and features a search bar for questions, a 'Search' button, and filters for 'Sort' and 'Category'. Below this is a user profile for David Choun. The 'Activity Feed' section is highlighted with a blue circle containing the number 1. The activity feed lists several items, including a user test, a notification from Jean Rica, and notifications from David Choun regarding question editing and answer selection.

Activity Feed – Bluebell

Secure | https://www.bluebellretailacademy.com/user/

Bluebell Customize 6 0 + New Edit Page

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Who We Are

Training Programs +

Pedagogical Toolbox

Training Family Community +

Discussion Forum

User profile

User Handbook

Contact

Search...

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Training Family Community

Search questions... Search Sort Category X

David Choun

Activity Feed

About

Activity Feed

Notification

Profile

Questions

Answers

Followers

Following

user test
edited answer Cannot download Complaint handling program
4 days ago Delete

Jean Rica
edited answer Notification when receiving an answer
April 17, 2017 Delete

David Choun
edited question Notification when receiving an answer
April 17, 2017 Delete

David Choun
selected best answer for Notification when receiving an answer
April 12, 2017 Delete

David Choun
edited question Notification when receiving an answer
April 12, 2017 Delete

David Choun
unselected best answer for question Notification when receiving an answer

This Activity Feed(1) section shows your activity

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

NOTIFICATION

The screenshot shows a web browser window with the URL <https://www.bluebellretailacademy.com/user/dchoun/notification/>. The page is titled "Training Family Community" and features a user profile for "David Choun" with a notification badge showing "2". A sidebar on the left contains navigation links: "Who We Are", "Training Programs", "Pedagogical Toolbox", "Training Family Community", "User Handbook", and "Contact". A search bar is located at the bottom of the sidebar. The main content area is titled "My notification" and displays a notification from "Jean Rios" stating "Notification when receiving an answer 13 minutes ago". The notification has three action buttons: a checkmark (labeled 3), a trash icon (labeled 4), and a profile icon (labeled 2). A sidebar menu on the left of the notification area includes links to "About", "Activity Feed", "Notification" (labeled 1), "Profile", "Questions", "Answers", "Followers", and "Following".

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

The screenshot shows a web browser window with the URL <https://www.bluebellretailacademy.com/user/dchoun/profile/>. The page features a dark blue sidebar on the left with the 'bluebell Retail Academy' logo and navigation links: 'Who We Are', 'Training Programs', 'Pedagogical Toolbox', 'Training Family Community', 'User Handbook', and 'Contact'. A search bar is located at the bottom of the sidebar. The main content area is titled 'David Choun' and contains a 'Profile' section. This section has a left-hand menu with links: 'About', 'Activity Feed', 'Notification', 'Profile' (highlighted with a blue circle 1), 'Questions', 'Answers', 'Followers', and 'Following'. The 'Profile' section itself has two tabs: 'Basic' and 'Account' (highlighted with a blue circle 7). The 'Basic' tab contains several input fields: 'First name' (filled with 'David', highlighted with a blue circle 2), 'Last name' (filled with 'Choun', highlighted with a blue circle 3), 'Nickname' (filled with 'dchoun', highlighted with a blue circle 4), 'Display name' (a dropdown menu showing 'David Choun', highlighted with a blue circle 5), 'Description' (a text area containing 'Luxury is the measure of yourself. Luxury is also the measure of the moment' - JNK, highlighted with a blue circle 6), and 'Signature' (a text area containing 'David Choun - Development Manager', highlighted with a blue circle 7). A 'Submit' button is located at the bottom of the profile section.

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

The screenshot shows the Bluebell Retail Academy website. The left sidebar contains navigation links: Who We Are, Training Programs, Pedagogical Toolbox, Training Family Community, User Handbook, and Contact. The main content area is titled 'Training Family Community' and shows the profile of David Choun. A sidebar menu on the left of the main content area lists: About, Activity Feed, Notification, Profile, Questions (marked with a blue circle 1), Answers (marked with a blue circle 2), Followers, and Following. The 'Questions' section is active, displaying a search bar, a 'Search' button, and a list of questions. The first question is 'Notification when receiving an answer' (marked with a blue circle 3), which has 1 answer and was posted 12 minutes ago. The second question is 'How to change my profile picture?' with 1 answer and 13 minutes. The third question is 'Can I have access to all content from all countries?' with 0 answers and 14 minutes.

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Retail Academy

Who We Are
Training Programs
Pedagogical Toolbox
Training Family Community
User Handbook
Contact

Search...

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Training Family Community

David Choun

Search questions... Search Sort Category X

Questions

Search questions... Search Sort Category X

Notification when receiving an answer 1 answers 12 minutes

How to change my profile picture? 1 answers 13 minutes

Can I have access to all content from all countries? 0 answers 14 minutes

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

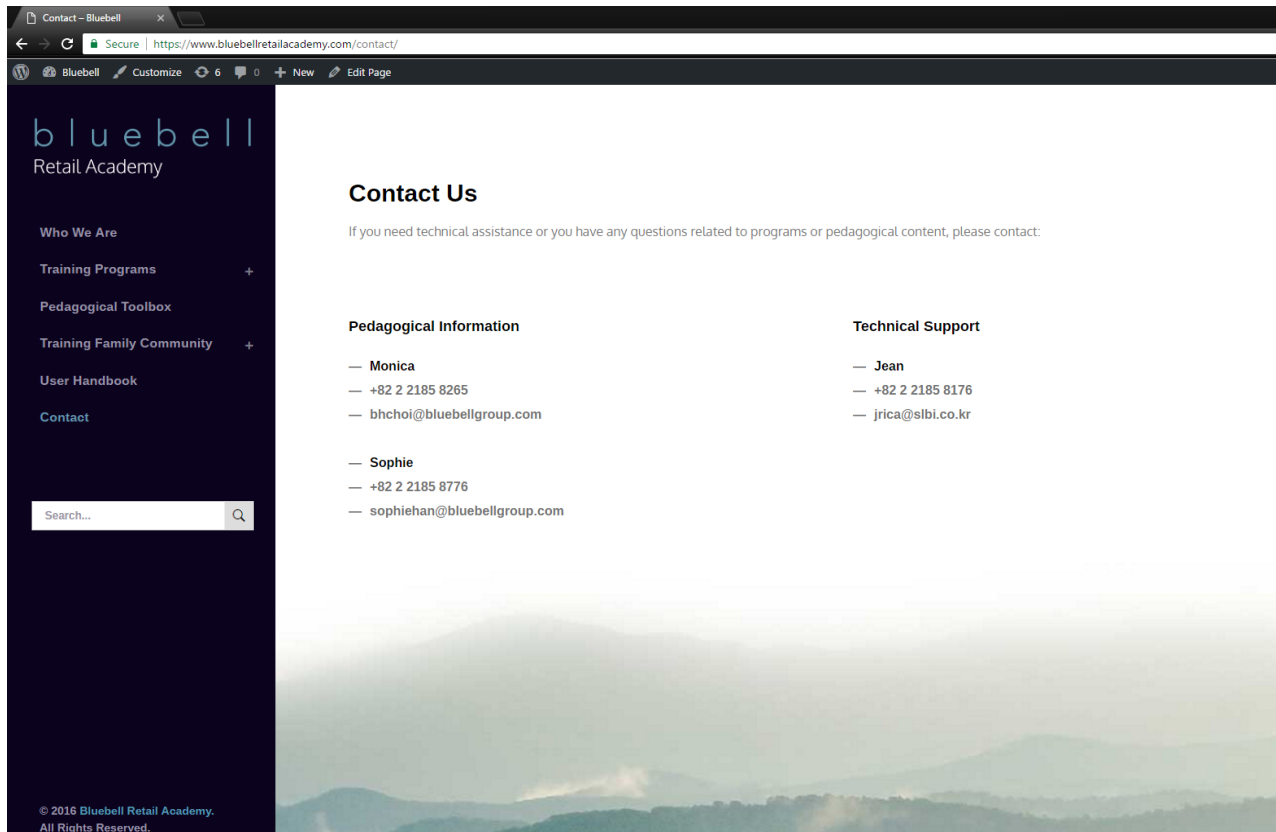
In the question section, you can also check the number of answers received by the question(3)

FOLLOWERS/FOLLOWING

The screenshot shows the 'Followers' page for David Choun on the Bluebell Retail Academy website. The page layout includes a sidebar on the left with navigation links: 'Who We Are', 'Training Programs', 'Pedagogical Toolbox', 'Training Family Community', 'User Handbook', and 'Contact'. A search bar is located below the sidebar. The main content area displays the 'Training Family Community' header, a search bar, and a list of followers. The 'Followers' section is highlighted with a blue circle (1). The 'Following' section is highlighted with a blue circle (2). The 'Followers' list shows a user named 'stevie dean' with a profile picture, a blue circle (3) next to their name, and an 'Unfollow' button highlighted with a blue circle (4). The page footer includes the copyright notice: '© 2016 Bluebell Retail Academy. All Rights Reserved.'

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)



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

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THANK YOU.