

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

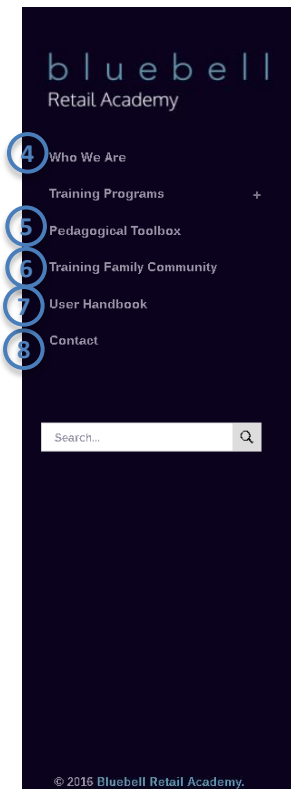
1. How to use the platform?
2. How to share ideas or news related to training?
3. How to edit my profile?

HOW TO USE THE PLATFORM?

The screenshot shows a web browser window with the address bar displaying "Secure | https://www.bluebellretailacademy.com/login-page/" and a circled "1" next to it. The page features a dark blue sidebar on the left with the "bluebell Retail Academy" logo. The main content area has a heading "WELCOME TO BLUEBELL RETAIL ACADEMY" and a descriptive paragraph. Below this is a "Login" form with a blue header. The form contains two input fields: "USERNAME OR EMAIL ADDRESS" with the value "user" (annotated with a circled "2") and "PASSWORD" with masked characters "*****" (annotated with a circled "3"). A "Log In" button is at the bottom of the form, and a "REMEMBER ME" checkbox is to its right. The footer of the sidebar 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



Training Programs

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



Pedagogical Toolbox

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

Training Family Community

The Training Family Community is a discussion forum where you can share ideas and brainstorm with your colleagues to enhance the effectiveness of the training.

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):

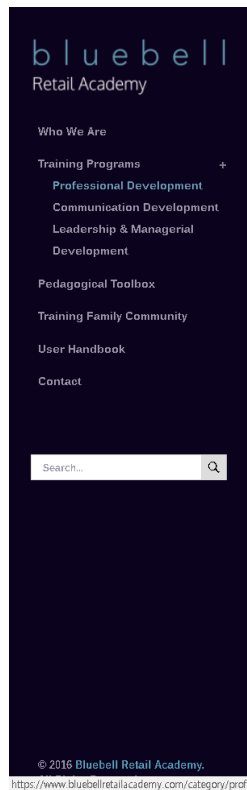
1. Professional Development
2. Communication Development
3. Leadership & Managerial Development

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.



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.

1

Select your country: [China](#) , [Hong Kong - Macau](#) , [Japan](#) , [Korea](#) , [Malaysia](#) , [Singapore](#) , [Taiwan](#)

2

Front Office

- Bluebell On-boarding Program (1)
- Bluebell On-boarding Program (2) Sales Pro Academy
- Luxury Attitude
- Basic Sales Technique
- Luxury Image Making
- Advanced Sales Technique
- Intensive Chinese Course
- Season Fashion Trends
- Luxury Management Program

Back Office

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

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.

The screenshot shows the 'BASIC SALES TECHNIQUE' program page on the Bluebell Retail Academy website. The page is annotated with numbered circles 1 through 8, corresponding to the list on the right. The left sidebar contains navigation links: 'Who We Are', 'Training Programs', 'Pedagogical Toolbox', 'Training Family Community', 'User Handbook', and 'Contact'. The main content area includes a 'Back to Professional Development' link, a user profile 'David Choun', and a description of the program. Below the description are three tabs: 'Participant Profile' (Newcomers), 'Duration' (8 hours (1 day)), and 'Pedagogical Materials' (Activity 1 - Client Profile, Activity 2 - To define the type of questions, Activity 3 - O,X Quiz, Sales video). A list of subjects is shown, with '2. 6 Steps for Luxury Sales' expanded. At the bottom, there are buttons for 'Download training program' and 'View online training program', and a search bar.

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.*



* 나는 성격이 내성적이어서 내가 원하는 바를 한번에 말아내기 어렵습니다. 다가가거나 지나친 질문을 하면 그와 관련된 말을 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 굵은 웨이브 세팅을 하는 게 더 낫지 않을까 라는 생각이 듭니다. 지금 머리가 어깨를 넘어섰는데 컷트를 줄 해서 단발로 연출하되 턱을 때는 머리를 묶어야 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 있고 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.

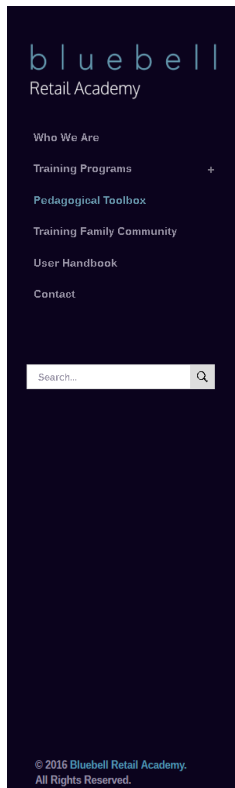


다음 문제를 읽고 O인지 X인지 맞춰보세요.
X인 경우 올바르게 바꿔 봅시다.



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 응대 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

In order to enhance the effectiveness of the training, you can have access to the learning strategy developed as well as comprehensive pedagogical tools that can be deployed before, during and after the training.

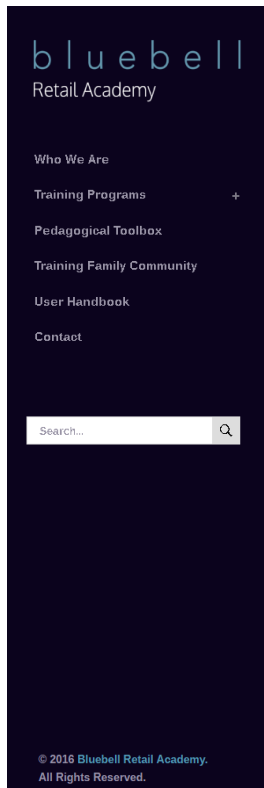
- 1 Select your country: China , Hong Kong – Macau , Indonesia , Japan , Korea , Malaysia , Singapore , Thailand
- 2 FRONT OFFICE LEARNING PATH
 - Newcomer, Sales Associate, Supervisor, Store Manager
- 3 FRONT OFFICE TRAINING PLAN
 - Training programs, Participants profile
- 4 PEDAGOGICAL MATERIALS
 - Newcomer, Assistant, Manager, Director
 - Training programs, Participants profile
 - Professional Development
 - Communication Development
 - Leadership & Managerial Development

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

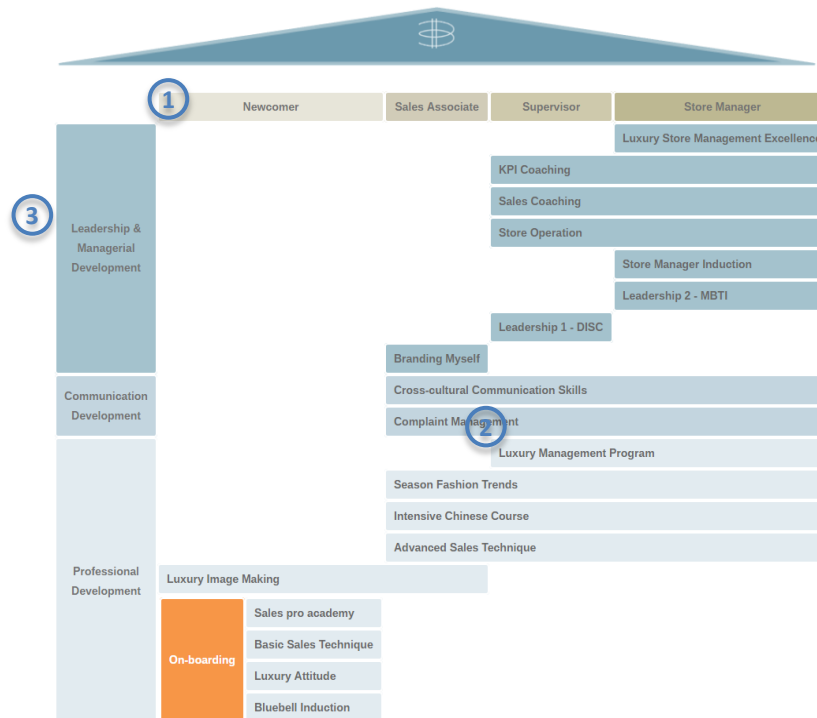
On the Pedagogical Toolbox:

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

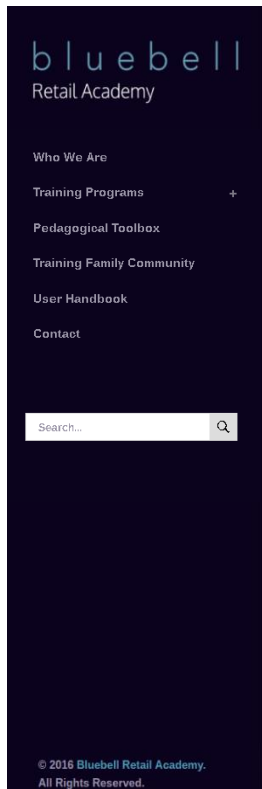


Front Office Learning Path



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



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?

The screenshot shows the 'Training Family Community' page of the Bluebell Retail Academy. On the left is a dark sidebar with the following menu items: 'Who We Are', 'Training Programs', 'Pedagogical Toolbox', 'Training Family Community', 'User Handbook', and 'Contact'. Below the menu is a search bar. The main content area has a header with the title 'Training Family Community' and a user profile 'Sophie Han'. Below the header is a search bar with a 'Search' button and a 'Share' button. The main content area displays a list of posts:

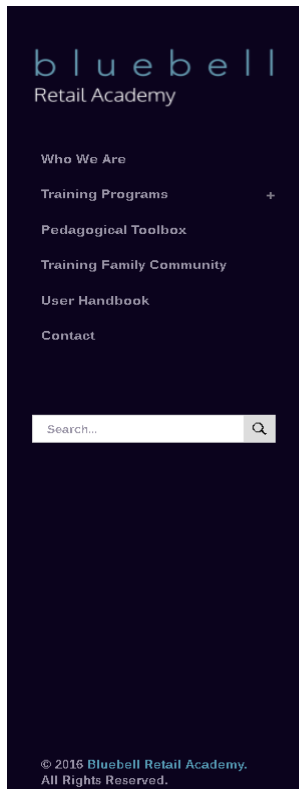
- The Learning Buzz _ 2nd Edition**: 4 views, BLUEBELL RETAIL ACADEMY create_question 2 days ago, BRA Newsletter, 0 ans.
- The Learning Buzz _ 1st Edition**: 3 views, BLUEBELL RETAIL ACADEMY create_question 2 days ago, BRA Newsletter, 0 ans.
- Notification for news**: 33 views, Sophie Han edited question 5 days ago, News and Resources, 0 ans.

The background of the page features a misty mountain range.

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



Training Family Community Sophie Han

Write Toggle fullscreen

1 Title
 Question in one sentence

2 Category
 BRA Newsletter
 BRA Newsletter
 News and Resources
 Training Forum (Q&A)

3

4 Attach file [upload](#) or [add from link](#)

5 Share with all.

6 Share

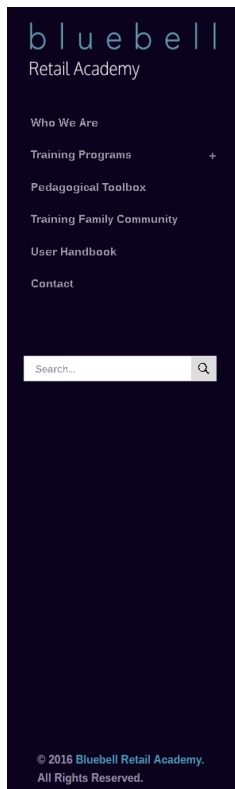
If you click 'Share' button, you can see the page of writing new post.

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



How to change my profile picture?

New 9 minutes ago 10 times 1 answer 1 follower



David Choun Posted 16 minutes ago

Hello,
I would like to change my profile picture but forgot how to do it.
Could you please help me?
thank you,
David

David Choun edited question 9 minutes ago

1

Question is closed, new answer are not accepted.

Comment Status

Best answer



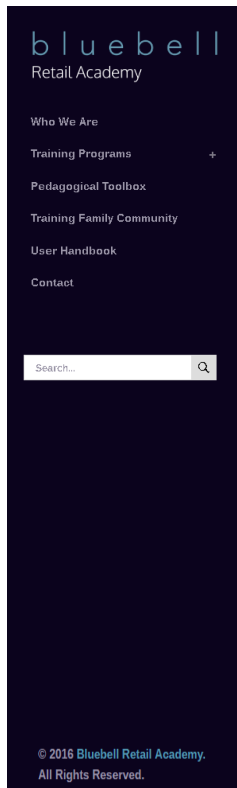
Jean Rica Posted 10 minutes ago

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

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



Notification when receiving an answer

New 10 minutes ago 5 times 1 answer 1 follower



David Choun · Posted 16 minutes ago

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

Jean Rica answered 10 minutes ago

[Comment](#) [Status](#)

1 answer

[Active](#) [Newest](#) [Oldest](#)



Jean Rica · Posted 10 minutes ago

Hello David,

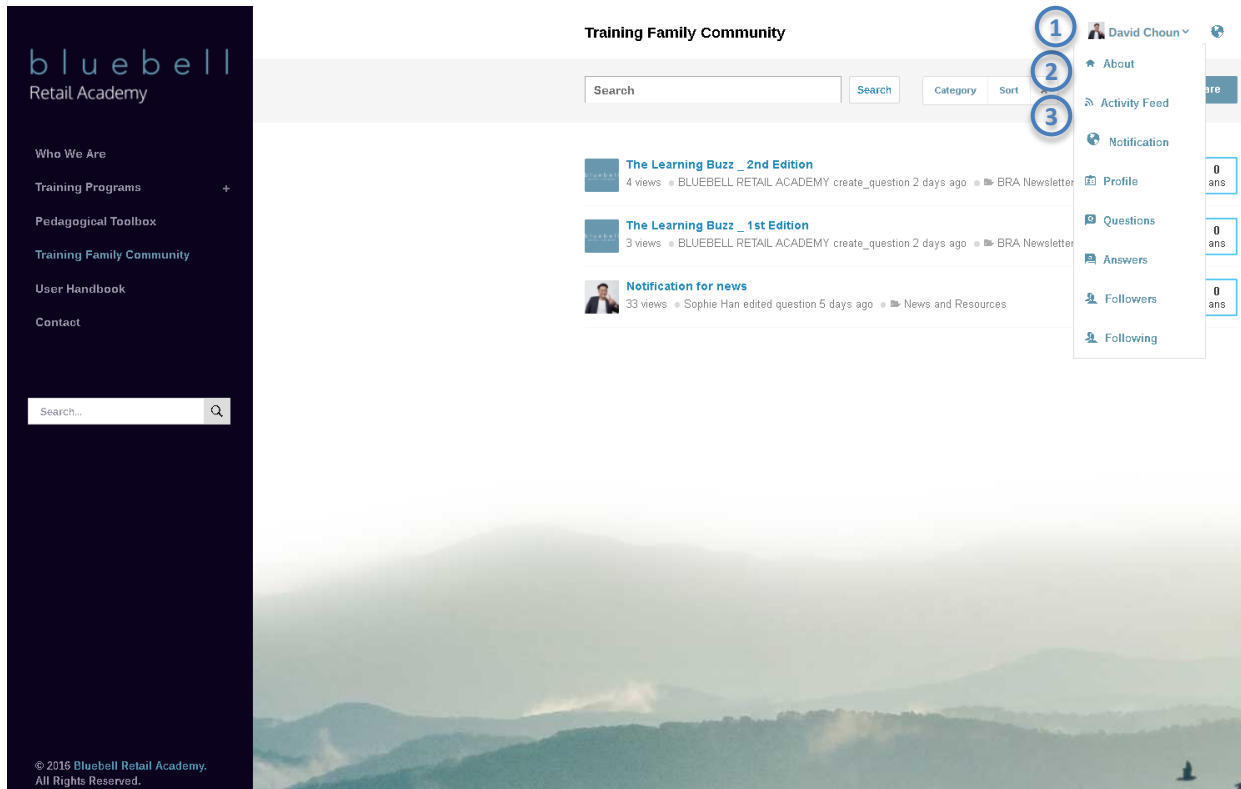
Unfortunately, it is not possible but you can always connect to the Bluebell Retail Academy
and check your notifications!

Hope it helps,
Jean

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

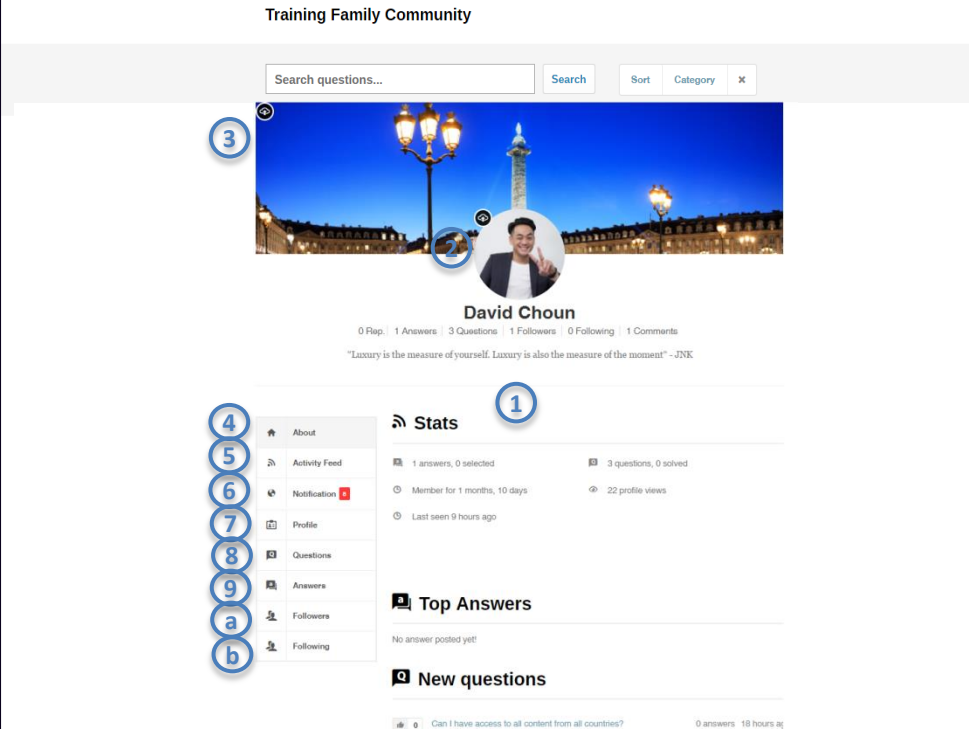
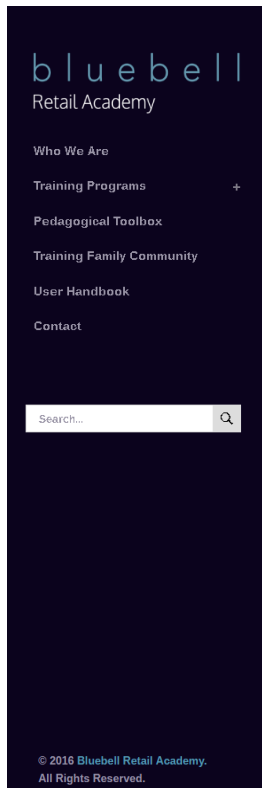


On the top right of 'Training Family Community' page, you can find your name.

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.

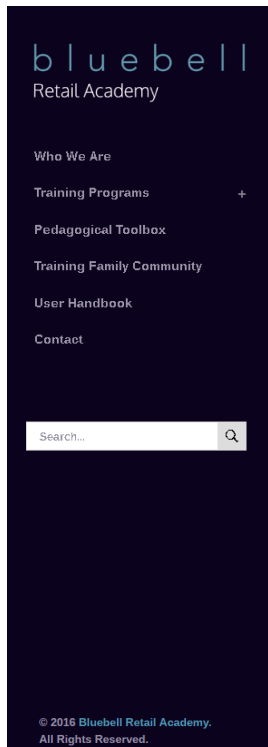
From here, you can check the summary of your activity (1).

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



Training Family Community

David Choun

Search

Sort

Category

X



David Choun

1

	About
	Activity Feed
	Notification
	Profile
	Questions
	Answers
	Followers
	Following

Activity Feed



user test

edited answer Cannot download Complaint handling program
4 days ago Delete



Jean Rice

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.

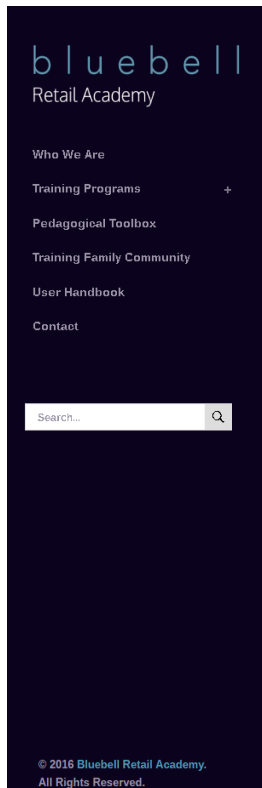
NOTIFICATION

The screenshot displays the 'Training Family Community' interface. On the left is a dark blue sidebar with the 'bluebell Retail Academy' logo and a menu including 'Who We Are', 'Training Programs', 'Pedagogical Toolbox', 'Training Family Community', 'User Handbook', and 'Contact'. A search bar is at the bottom of the sidebar. The main content area has a header with 'Training Family Community', a user profile for 'David Choun', and a search bar. Below the header is a navigation menu with options: 'About', 'Activity Feed', 'Notification' (highlighted with a red badge and circled with a blue '1'), 'Profile', 'Questions', 'Answers', 'Followers', and 'Following'. The 'My notification' section shows a notification from 'Jean Rica' with a circled blue '3' next to the notification text and a circled blue '4' next to the delete icon. A circled blue '2' is also present near the top right of the main content area.

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 image shows a user profile page for 'David Choun'. On the left is a vertical menu with icons and labels: 'About', 'Activity Feed', 'Notification', 'Profile' (highlighted with a blue circle and the number 1), 'Questions', 'Answers', 'Followers', and 'Following'. The main content area is titled 'Profile' and has two tabs: 'Basic' and 'Account' (highlighted with a blue circle and the number 7). Below the tabs are several input fields, each with a blue circle and a number: 2 for 'First name' (containing 'David'), 3 for 'Last name' (containing 'Choun'), 4 for 'Nickname' (containing 'dchoun'), 5 for 'Display name' (containing 'David Choun'), 6 for 'Description' (containing '"Luxury is the measure of yourself. Luxury is also the measure of the moment" - JNK'), and 7 for 'Signature' (containing 'David Choun - Development Manager'). At the bottom of the form is a blue 'Submit' button.

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

bluebell
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 2

Search questions... Search Sort Category X

David Choun

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

1 Questions

2 Answers

3 1 answers

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

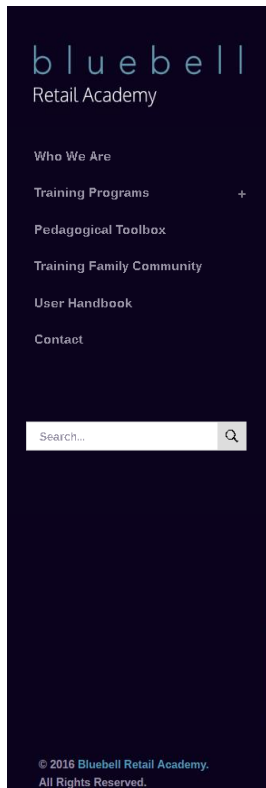
In the question section, you can also check the number of answers received by the question(3)

FOLLOWERS/FOLLOWING

The screenshot displays the 'Training Family Community' interface. On the left is a dark 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 features a header with a search bar and filters. Below this, a user profile for 'David Choun' is shown. A sidebar menu on the left of the main content area lists various options: 'About', 'Activity Feed', 'Notification', 'Profile', 'Questions', 'Answers', 'Followers' (marked with a circled '1'), and 'Following' (marked with a circled '2'). The 'Followers' section is active, displaying a list of users. The first user, 'stevie dean', is highlighted with a circled '3' and has a circled '4' over the 'Unfollow' button. The background of the main content area shows a blurred image of a mountain range.

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

If you need technical assistance or you have any questions related to programs or pedagogical content, please contact:

Pedagogical Information

- Monica
- +82 2 2185 8265
- bhchoi@bluebellgroup.com
- Sophie
- +82 2 2185 8776
- sophiehan@bluebellgroup.com

Technical Support

- Jean
- +82 2 2185 8176
- jrica@slbi.co.kr

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

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THANK YOU.