



**MobieTrain**  
Change Behaviour. Boost Performance.

**VANS**  
"OFF THE WALL"

# Vans Case Study



## Background



As the original action sports footwear company, Vans has a very strong brand and story to tell to its 6.8k employees worldwide. As a real 'People' company, their main challenge was how to easily reach, train and empower their young, remote workforce in a quick and engaging way.

**109**

stores across  
Europe

**>50**

years of  
history

**6.8K**

employees  
worldwide

# Challenge



Determined to empower every employee to reach their greatest potential, training has always been important to Vans. But their previous training was reliant on the team managers in each store to train their teams, resulting in different levels of content being delivered across the company. Most training materials were printed and went out of date very quickly, and the results were difficult to measure and optimise.



## What We Have Done Together



Mobile microlearning was the best solution for Vans, to enable their young, mobile-savvy store associates to train in bite-sized chunks wherever they are, easily streamlining their learning with their working day. This also empowered time-starved Store Managers to focus more on their workload than on training their team members.

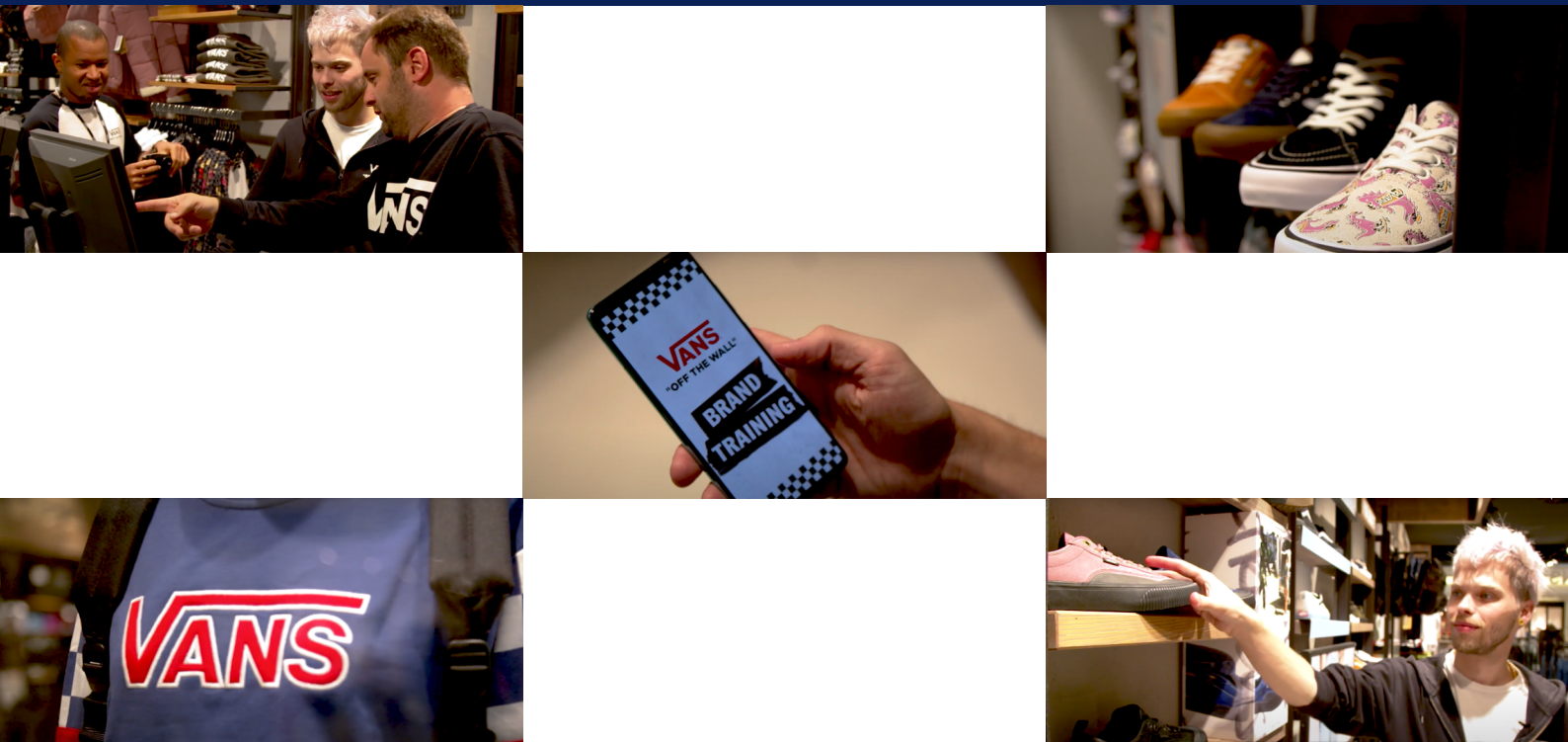
***"MobieTrain makes my life easier because it's so short. You can do it whenever you want to, whenever you need to. It allows you to hold yourself accountable and grow within yourself."***

*Store Manager, Vans Antwerp.*



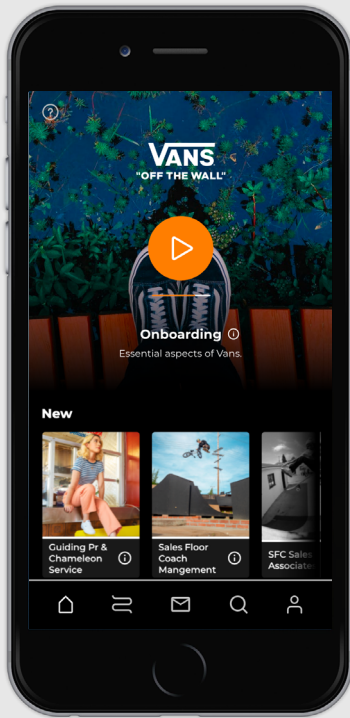
We worked with Vans to develop learning paths for the large, diverse amount of knowledge that they wanted to share, while also keeping their fun, funky brand personality which is so integral to their success. Starting with an onboarding path for new store associates, we quickly worked with them to produce training on all topics from sales training and customer service techniques to in-depth product knowledge and personal performance tracking.

We also worked with the Store Managers to ensure that their jobs were made easier by being able to track and measure their associates' training and development remotely from our dashboard.



***"For me as a District Manager, it's an easy to use platform as I'm not visiting every store everyday. So I can look at the dashboard from a distance to see where people are with their training, to check if they're aligned with each subject."***

*Retail District Manager, Vans Benelux*



## Outcome & Benefits



Vans has now rolled out MobieTrain to 112 stores and 1051 employees across EMEA, and we continue to work with them to deliver an increasing number of learning tracks to a growing number of locations.



**Response to the Covid 19 pandemic:** we helped Vans roll out timely trainings to ensure that all employees are safe and knowledgeable



**Engagement and conversion:** 85% of store associates finished their onboarding paths, as the brand registered a consistent growth in conversion rate



**Clear and measurable results:** employees get the training that they really need, saving Vans time and investment on irrelevant L&D



## About MobieTrain

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Knowledge is our forte, and it is our mission to empower employees with the knowledge that they need to succeed. With mobile-first training, employees are put at the heart of their own learning and development, which leads to better customer experience, employee engagement and impacts business' bottom line.

Our vision is to define the global standard for mobile learning to boost productivity and sales in the workplace, one employee at a time.