



**MobieTrain**  
Change Behaviour. Boost Performance.

*Ethnicraft*

# Ethnicraft Case Study

## Background



For twenty-five years, Ethnicraft has been creating authentic, contemporary and timeless furniture from solid wood. The company is based in Belgium but works with retailers all over the world. Ethnicraft believes in creating quality wooden furniture that lasts for generations and withstands trends. The timeless designs offered by Ethnicraft are versatile and associate well with different styles, while the solid wood is strong and ages incredibly well with time.



based in Belgium

**25**

years of existence



working with four  
manufacturing sites  
and six craft ateliers

## The challenge



For an authentic brand like Ethnicraft, brand consistency is the key to success.

However, it was difficult for Ethnicraft to keep its fast-growing and globally-dispersed team aligned with a consistent message and up to speed with the latest products only via face-to-face training.



## How MobieTrain Solves It



Mobile microlearning enabled Ethnicraft to easily reach and train their employees, and reduce the time required away from their roles to learn.

Thanks to MobieTrain, Ethnicraft is now able to easily create learning paths and share the consistent brand message to their globally-dispersed team. And via our newsfeed feature, Ethnicraft can keep them informed about new concepts and furniture.

The gamified elements of our platform like quizzes, videos, badges, and rewards make trainings fun for their employees and keeps them engaged and motivated. Moreover, the retention techniques integrated in our platform improve the knowledge retention of Ethnicraft employees.

## Expected Outcome



By providing every employee at Ethnicraft the same, uniform access to the information, MobieTrain helps the company achieve its primary goal of keeping the brand message consistent. And, most importantly, this will contribute to an increased brand value.

***“The gamified interface and user experience makes the trainings fun and keeps participants motivated as they follow the course. MobieTrain gives us the ability to scale of trainings.”***

***Cristina Farrerons  
B2B Project Manager***





## About MobieTrain

### 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.