

APPAREL AND ACCESSORIES

Moschino boosts employee experience with Yoobic app

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Thanks to a new workplace solution, the maison's talents no longer have to step away to complete training. Image credit: Moschino

By EMILY IRIS DEGN FOR LUXURY DAILY NEWS SERVICE

Italian fashion label Moschino is bringing attention to its partnership with digital education platform [Yoobic](#).

A mobile app offers improved staff training and communication capabilities for workers at Moschino's more than 150 global retail locations. Backed by artificial intelligence (AI) technology, its employee learning and development program is seeing a 98 percent completion rate.

"My goal was to find a training tool that is smarter, more user friendly, and most of all, available on every smartphone," said Luca Trignano, global retail training manager at [Moschino](#), in a statement.

"YOOBIC gives us that," said Mr. Trignano. "It has become a fundamental tool for our store teams at Moschino."

Apping it up

Thanks to the workplace solution, the maison's talents no longer have to step away to complete training.

Instead, they can use Yoobic's iOS and Android apps. In between helping customers, they are able to watch short-form videos, view images, take quizzes and participate in other interactive activities that aim to make learning engaging.



Employees can use the app for communication, training and competition. Image courtesy of Yoobic

A leaderboard encourages competition, recognizing both course completion and contest participation.

Moschino managers and executives can view and track training outcomes via Yoobic's analytics. Based on the data, leaders can customize the program to their team.

Private chats, group conversations and video calls foster communication between corporate and those in stores.

Meanwhile, a new Communities feature enables associates to connect with peers around the world by sharing progress and highlighting their wins. Localized content and real-time translation ensure that the app is applicable regardless of region.

In this early rollout stage of the courses, the modules are achieving an average rating of 4.7 out of 5 stars.

The perk feeds into luxury's overarching trend of companies looking for ways to enrich the in-store and in-house experience ([see story](#)).

