

Nomination: 18436

L'OREAL China

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Entry Title L'OREAL China
Category L01 - L03 - Award for Innovation in Human Resources > L01. Award for the Innovative Use of Technology in Human Resources > All Other Industries
Submission Format An Essay of up to 625 Words

Essay

Within the talent development function, the culture of innovation is characterized by a commitment to staying at the forefront of industry trends and learning methodologies. The People Development & Learning (PD&L) China team is proactive in identifying and embracing learning tech and methodology which is crucial for talent development and business success.

Recognizing the dynamic nature of the beauty industry, the PD&L China team strategically employs cutting-edge technologies such as mobile learning, live broadcast, xAPI, gamification, and intelligent content recommendation. These technologies are instrumental in delivering tailored learning experiences, acknowledging that a singular, one-size-fits-all approach is no longer effective in today's diverse workforce.

PROGRAMS OVERVIEW

- SPARK: AI-powered Mobile LXP for Employee Skill Enhancement

SPARK, a cutting-edge Mobile & Blended Learning Experience Platform (LXP) for L'ORÉAL China, seamlessly integrated with the global Learning Management System (LMS) was co-developed by PD&L China and Foundever.

SPARK leverages AI algorithms to dynamically recommend the learning content based on individual progress and performance, ensures that training modules are relevant to specific needs and career goals, facilitating easy access to digital and blended learning modules on both mobile and PC platforms.

SPARK boasts internal authoring and live streaming tools, enabling the effortless creation of internal training materials. Its integration with third-party content providers significantly enriches the content pool for individual continuous learning. The platform fosters engagement through social learning programs (communities), gamification elements, and motivation strategies, creating a dynamic and immersive learning environment.

The richness of learning scenarios, including webinars, offline sessions, e-learning, and social engagement, has established SPARK as a comprehensive learning hub. SPARK has successfully revolutionized the learning experience for all L'Oréal China employees, offering an integrated, Omni-channel, and personalized learning portal. By 2023, there is a significant increase in active learners and total learning hours.

- Social Learning And Gamification For Learning Culture Development

The PD&L China team also encourages employees to share knowledge in the learning community, fostering a collaborative learning environment. This knowledge-sharing contributes to the cross-pollination of ideas and skills across different teams, promoting innovation at the organizational level.

A gamification mechanism was designed to engage learners to learn more, have more fun and gain more credits and achievements. The learning credits can be used to redeem reading card and other learning privileges within the organization. The gamification elements embedded in SPARK, including badges, leaderboards, and reward points, enhance the learning experience, making it not only engaging but enjoyable. In the beauty industry, which often involves creativity and innovation, gamified learning can tap into employees' intrinsic motivation, encouraging them to explore and master new skills.

- Data-Driven Learning Track For Performance Enhancement

Implementing sophisticated analytics tools can transform performance evaluations. The Learning Tracks, aligned with divisions and functions, include essential job-specific courses and those specially nominated during the Training Needs Analysis (TNA). It helped generate insightful reports and recommendations, facilitating more informed performance reviews and targeted feedback sessions, ultimately enhancing employee development and productivity.

RESULTS

In the context of COVID-19 pandemic, where foot traffic and in-person transactions were severely affected, the innovative use of learning technology enabled the workforce to swiftly transition to digital platforms. Employees received targeted training in e-commerce, digital marketing, and customer engagement strategies. This upskilling facilitated the seamless migration of the company's products and services to online channels, mitigating the adverse effects of the pandemic on the traditional brick-and-mortar operations.

Simultaneously, the online business underwent a transformation to meet the changing consumer behaviors and expectations. The PD&L China team used multiple learning technologies, enhanced the company's ability to leverage its digital presence effectively. As a result, the online business not only weathered the immediate impacts of the pandemic but positioned itself for sustained growth in the digital space.

For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements in human resources since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

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