



NORIEL CASE STUDY

Increasing employee engagement, collaboration and accelerating sales

ABOUT NORIEL

Noriel is a leading children toy and baby product retailer in Eastern Europe. With 90 units and 550+ employees, the company's goal is to bring a smile on every child's face via qualitative and safe toys and baby products. The Noriel group is comprised of a distribution center, a toys factory, a publishing house focused on educational materials for children and the retail division.

RESULTS

- **14% increase in sales** for *Product of the Week* internal competition
- **+80% platform adoption rate** across the company
- **85% of employees consider Moonstar very useful** in keeping up-to-date with company news and initiatives
- **Weekly digital product trainings** delivered to the entire employee base

THE CHALLENGES

With a rapid expansion of its retail units and 550+ employees on the ground, Noriel was facing a challenge most companies looking to scale know too well: **how to enable the business and employees to perform effectively in an industry plagued by high turnover rates?**

The company was facing the following challenges:

- High employee turnover and associated costs
- Limited capabilities to provide product and customer service training to frontline employees
- Disparate channels of communication
- Limited engagement with company initiatives
- Little visibility into the great work done daily in retail units

Noriel was looking for a way to easily communicate with, engage and develop their frontlines teams at scale, without the burden of using multiple tools.

THE SOLUTION

Noriel chose Moonstar to strengthen its employee engagement, sharing of best practices and development strategy based on the platform's accessibility to remote workers, integrated approach that catered to its communication, engagement and learning needs and the support our Customer Journey team has been offering from the very beginning.

Moonstar's solution was focused on helping the company achieve three main goals:

- **Boost sales across** retail units via internal competitions and product training
- **Increase employee engagement** by providing opportunities for frontline teams to connect with one another in a more meaningful way
- **Embed learning in the flow of work** to accelerate knowledge acquisition

THE SOLUTION

Boosting Sales

With Moonstar, Noriel redesigned their *Product of the Week* internal sales competition and launched a new sales and product training campaign, *Become a Toy Expert*. Moonstar provided support in:

- Creating weekly bite-sized trainings on how to sell targeted products in less than one minute
- Sending weekly reminders for the competition and trainings and encouraging the sharing of best practices among frontline teams
- Providing company-wide visibility into results and incentives via weekly leaderboards

Increasing Engagement

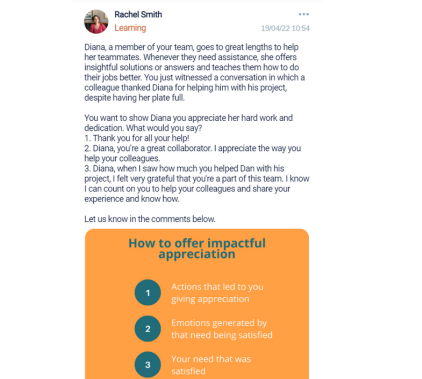
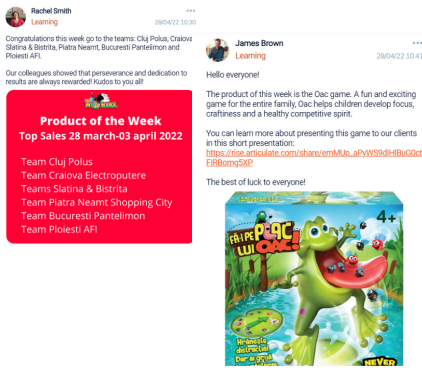
Noriel created opportunities for employees to get to know one another and increase their sense of belonging. Moonstar provided support in:

- Launching weekly team presentations and bi-weekly colleagues' profiles and interviews, celebrating tenured and newly-promoted employees
- Encouraging the recognition of employees who go above and beyond their role via public recognitions tied to Noriel's values
- Send weekly recaps via branded email newsletters on company updates and projects, celebratory events, reminders and results on internal recognition campaigns, such as Super Hero and Super Team

Embedding Learning in the Flow of Work

Understanding that employees on the ground are valued subject matter experts, Noriel encouraged the flow of know-how across the company. Moonstar provided support in:

- Sending weekly, automated knowledge nudges on soft skills, such as communication, collaboration and offering feedback
- Highlighting best practices on everything from sales and customer service strategies to health and well-being ideas
- Launching initiatives such as Wellbeing Starts With You and Monday Inspiration



THE IMPACT

Moonstar provided Noriel with the **integrated platform to communicate directly** to all employees on the ground, **boost sales** via internal competitions and product know-how and **increase engagement** by encouraging teams to appreciate great work done every day and share best practices. **Employees are excited about being part of the larger Noriel community, having access to information and know-how via an easy-to-use, interactive platform and ultimately making their voice heard in Noriel's "public square"**.



Since the launch, Moonstar has been the perfect tool to help our employees connect and interact with each other. Moonstar has been very useful in training them effectively, recognizing great work and showcasing our company projects. Communication on the platform is very easy, quick and with direct impact. And the Customer Journey team is always available, proactive and has come up with ideas to bring us closer to our teams on the ground quickly and in a friendly way

Iuliana, Human Resources Manager