



DCK Group is one of the world's leading fashion jewellery retailers/wholesalers, working with many leading High Street brands.

Case Study

DCK Group: Online Learning and LMS

The Challenge

DCK Group Ltd. approached Learner Bubble to assist them with ensuring their employees and managers were provided with a learning platform and accompanying e-learning products that would help ensure compliance and the personal development of their diverse workforce.

DCK employs over 850 in a huge variety of roles. They provide an end-to-end supply chain with a scaled, omnichannel operating model and so their operations include concessions, wholesale, e-commerce, franchise and direct to consumer online services. This means the reach for employee development is vast and intricate and the technical know-how of employees varied greatly.

While the initial requirement was for compliance products, it soon became apparent that DCK would benefit from additional learning content that would meet the wider organisations developmental needs.

Our discussions identified that DCK had the following requirements:

- A Learning Platform that is easy to use and could cope with multiple users at a variety of locations.
- Courses that are interactive and engaging with an assessment and CPD certification
- Reporting functionality (completion rates, user numbers etc.)
- Off-the-shelf products that can be adapted and altered.
- Policy document adding and sign-off for employees.
- Ability to add content at a later date if required.
- Administration and support for the LMS.
- Company Admins with support.
- A reasonable price.
- Quick turnaround of product and LMS setup and launch.

The Solution

The Online Learning Solution

After a full demo and chance to review the 'off-the-shelf' online learning products for compliance, DCK decided that they would take up the option to include all Learner Bubble learning products, as this provided the most value for their development needs.

DCK chose not to alter the content from the 'off-the-shelf' e-learning courses, as they were happy that it met their needs in its standard format.

However, they did decide to restrict the audience for certain products, based on their role within the organisation.

Additional Course Development

After using the courses for a period of time, DCK decided they would like to develop content based on their own specific company needs and contacted Learner Bubble to ask if they would develop some courses aimed at improving their employees understanding of their jewellery products.

The option of using our LMS Course Builder to create these courses was dismissed, as they did not have the resources within their team to fulfil this, and wanted to retain the design standards of the content already provided by Learner Bubble.

This project was handed to our design team, who scoped, designed and developed the content for DCK. These courses were then added to the LMS after a full review and sign-off.

The Learning Management System

We implemented the LMS on behalf of the client, providing the full system with DCK logos and colours throughout. We uploaded all employees to the database and placed them into relevant groups, ready to provide a welcome email to each individual user with their personal login details and assigned courses.

DCK had the confidence that they could track users through the system, being able to identify who had taken the e-learning, what their progression was and whether they had completed the learning. They also had the ability to send personalised prompt emails to users who had not taken up the opportunity.

The Results

DCK were able to ensure hundreds of their employees had access to a huge selection of both bespoke and 'off-the-shelf' online courses that ensured they had the right development at time of need.

The system and our support ensured they could add any new employees and guarantee everyone received their training. The reporting also meant that they could be sure that those employees that had not got around to the training were prompted on its importance and any compliance requirements.

The feedback was that the employees found the e-learning engaging and interesting, which helped with completion rates. DCK Group also commented that the feedback they receive from colleagues is that they find the courses engaging and the platform very easy to use. They also mention how responsive Learner Bubble have been to their requirements and questions.



Learner Bubble are continuing to support DCK in their development needs and have created several new products, as well as providing continued support on the DCK Learning Platform.

The consensus from the client was that this was a very successful programme...

“During our partnership, the Learner Bubble team have been instrumental in helping us achieve our learning vision for DCK. Nothing has been too much trouble, and we are delighted with the results of our bespoke DCK Learning Platform.”

– Grace Creckendon, People Partner