

Bolt Learning and epoints Trade join forces to reward retailer training

06/11/17 - Bolt Learning, providers of bespoke online training solutions, has joined forces with epoints Trade to create a new, innovative way to train and share knowledge with retailers and retail staff.

Bolt and epoints Trade will be working with retail groups and FMCG brands to bring greater category understanding and product knowledge to retailers, whilst also helping drive improved availability, compliance and in-store excellence.

Retailers, and their staff, will be rewarded for completing online training modules with the epoints currency, a unique, digital currency which can then be spent on the widest range of rewards available. The scheme offers a flexible and personalised way to not only learn, but to reward and motivate retailers to take part.

The online modules can cover topics from underage sales and food safety, through to customer service, core range, category excellence and even NPD launches.

Mark Biscoe, Managing Director of epoints Trade, said: "Service and first impressions are key to securing repeat custom. We all expect more from our shopping experiences, and store staff play an incredibly important role in this. epoints Trade is an incredibly flexible rewards programme, and this partnership shows yet another way to reward and recognise individuals and teams. By combining training with rewards, which can be quickly amassed and spent, we are sure this programme will continue to engage and motivate employees to develop their skills, for the benefit of the store, and its customers."

Unlike many rewards platforms, epoints Trade also offers retailers the opportunity to bolster their points outside of the training courses. epoints can be gained via other epoints Trade schemes, including enabling retailers to collect epoints while shopping at their local wholesalers or by stocking and displaying certain products. They can also collect epoints via a range of simple everyday activities outside the workplace, such as inviting friends to join the scheme or personally shopping online.

Katie Jenkins, Head of Customer Proposition at Bolt Learning says: "Our partnership with epoints Trade is driven by a desire to help raise retail staff capability and in-store excellence. We know that many retailers and store staff are short on time but are hungry

for information and knowledge to help them grow their sales so our online training offers them another way to learn, at a time to suit them. And better still, we're rewarding them for taking part, not just with knowledge and skills, but epoints to spend on themselves, or their store, too!"

Earlier this month, Bolt Learning also partnered with ACS (the Association of Convenience Stores) to develop the Assured Advice Training programme for retailers.

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About epoints Trade

epoints Trade is the digital reward scheme adopted by major FMCG suppliers to reward retailers for meeting set criteria. Retailers are rewarded with the epoints currency in return for meeting objectives. epoints can be spent on the widest range of rewards in the world. Objectives can include everything from stocking and displaying products to completing e-learning modules. epoints Trade is now available in a number of cash and carry depots and is being used by FMCG sales teams.

About Bolt Learning

Bolt Learning seeks to bring together cutting edge technology and educational theory to create practical, applicable, training that allows people not just to learn but to learn how to learn. Founded in 2013 bringing together years of experience in the development of web-based technology, human computer interaction (usability) and a deep-rooted knowledge of educational theory, psychology and distance learning, to create a solution that could not only work within the workplaces but also in personal development.

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