

BP - FOOD SAFETY LOCALISATION ELEARNING - CASE STUDY



THE CLIENT

BP is one of the world's six "supermajor" oil and gas companies. BP is also a highly successful retailer in the UK and across Europe. In Europe, BP trades under two brand names, BP and Aral.

In addition to offering prospect franchisees a petrol station product, BP also uniquely offers multiple retail solutions including the well-known brand Marks and Spencer and the well-established café brand Wild Bean Café. To meet compliance training requirements, BP also offers franchisees a full training infrastructure to support all three offerings.

PulseLearning worked extensively with BP UK, in conjunction with Neil Richmond, Training & Development Manager BP Retail, to provide eLearning training solutions to support all aspects of the business. **PulseLearning** supported BP in providing the learning material, the hosted Learning Management System (LMS) and the administration of the LMS since 2009.

BP recognises that investing in training materials and ensuring employees are trained adds significantly to their personal success. It also ensures that all BP operations remain compliant to relevant legislation.

THE CHALLENGE - EUROPEAN FOOD SAFETY LEGISLATION

BP's Wild Bean Café has become a significant part of the BP offering across Europe. **PulseLearning** recently worked with BP on a comprehensive Food Safety eLearning program to be deployed to all BP sites in the UK, Poland, Netherlands, Germany, Switzerland and Austria.

BP (UK) has approximately 1,100 sites and BP Europa SE has approximately 4,000 sites across Poland, Netherlands, Germany, Switzerland and Austria. All sites required a common training solution to meet European Food Safety Legislation.

Client Testimonial

"PulseLearning has provided royalty-free courseware that has both improved the effectiveness of our training and reduced our overall training costs. In addition we can directly correlate the improved BP business KPIs to the level of courseware completion by store." – Neil Richmond, Training & Development Manager, BP Retail.

FOR MORE INFORMATION,

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THE SOLUTION - FOOD SAFETY EARNING COURSEWARE

Working with Kristina Ruckes, European Retail Capabilities Manager, and Neil Richmond, we created 10 Food Safety modules that cover all aspects of food safety, from personal hygiene to allergenic foods.

These modules were designed with localisation in mind. Having been completed in UK English and following consultation with European food specialists, the modules were subsequently localised into Dutch, German and Polish by **PulseLearning** and provided to BP Europe in their required local languages. These four languages cover the UK, Poland, Netherlands, Germany, Switzerland and Austria.

THE RESULTS - PAN-EUROPEAN COMPLIANCE

BP UK and Europe have a curriculum of Food Safety courseware that provides a consistent message across the entire retail business but in a language and character that is native to the learner.

On project completion, BP Europe has a formal, consistent methodology to manage food safety across all European geographies. This provides confidence to the buying public and the relevant Health Authority inspectors. Further, it significantly reduces any risk of adverse legal proceedings.

Client Testimonial

"PulseLearning not only created the content, they also supplied the localisation resources to create the Food Safety course in three languages to support five geographies. More importantly for me, PulseLearning provided the necessary project management to bring this project to completion." - Kristina Ruckes, European Retail Capabilities Manager, BP.

