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...**for** Learning Professionals.

# LEARN Case Study – Dermalogica

## Who are they?

Dermalogica is a skin care company that started out in 1986. They now have 100,000 therapists worldwide and have reached over 80 countries. Their vision was to have a product line free of common irritants and ingredients that could cause breakouts, that would improve skin health, and were only available from qualified skin care professionals trained at The International Dermal Institute. They are now the number one choice of skin care professionals.

## Where they were

Dermalogica did not previously have an online learning solution, therefore this was the first time introducing online learning as a strategy for their business. Working with a provider who had an excellent track record in supporting implementation with on-going advice and guidance was key to helping initial engagement with people through having a planned roll out. The solution needed to be accessible for staff across all departments of the business. Having an e-learning library to select up to date courses across a whole range of areas was also important in introducing online learning, as existing training materials were limited to add to the platform initially. This would enable Dermalogica to quickly and simply build relevant job specific training for their people to train, track and report on.



## What we did

As part of our onboarding process we worked closely with Dermalogica to understand their key requirements for an online learning solution. Peritus worked closely with key people to map the company structure consisting of into 11 departments. Peritus advised on and assisted an initial period of ‘soft launch’ focusing on each department’s requirements individually. This enabled the department managers to get involved and ensure their teams were being set relevant content. This also created buy-in from them to understand the value online learning could deliver for their team.

The e-learning library was key to successfully launching the system. Part of the strategy developed was to provide a more self directive approach to learning with their people, which has created good levels of engagement and usage of the platform and achievement of great results in helping people to improve knowledge, skills and behaviours.

Throughout 2020 the aims and objectives of the plan are to focus on developing more of their own training materials and building out more structured learning plans for each of the job roles. This will ensure they have a consistent learning plan for each job role and provide more consistency into the way people are developed across the business.

As this was a completely new way of learning for Dermalogica, Peritus provided a break clause in the initial contract to provide an opportunity to withdraw if they were not completely happy with the product and service. We are pleased to say Dermalogica have continued into the second year of their contract and have embraced online learning as a key people development strategy in their business.

## What they say

“Peritus (LEARN) has been incredibly welcomed by all staff here at Dermalogica. It enables every individual, regardless of their role to upskill themselves in line with their career development. It has really been great to see so many of the staff engaged and take responsibility of their own learning. It’s great that LEARN allows us to upload our own content and the gamification functionality really helps to create competition and engagement throughout the different departments.”

Sarah Beardsworth, HR Manager

## Key impacts

- ✓ Allowed a consistent approach to learning and development throughout the whole company.
- ✓ Encouraged self directed learning and provided a good selection of e-learning courses for employees to access at times that suit them.
- ✓ Giving more ownership and responsibility to managers to ensure their teams are trained on relevant areas.

# Some LEARN Customers



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