

Decathlon has revolutionized the professional development of its store managers in France thanks to video games

Video games on:

- ☒ Training
- ☐ Productivity
- ☐ Communication

For:

- ☒ Employees
- ☐ Clients
- ☐ Partners

Department

- ☒ H.R.
- ☒ Sales
- ☐ Marketing

DECATHLON

Period:

2021 - 2023

Users:

Store managers

Country:

France

Challenge:

Develop their leaders

Solución:

Training video games to improve soft skills

Results:

↑ **98%**

Applicability

↑ **85%**

Recommendation rate

↑ **7,8**

Average grade

The challenge of efficiently and innovatively developing leaders at the point of sale

Decathlon France's Training department has always considered it vital to develop and motivate its store managers. In this case, several factors have led them to become interested in video games and simulators designed to improve skills:

- The context of the massive shift towards the digitization of training, especially since 2020.
- The need to innovate so that the training strategy aimed at those in leadership positions is more attractive.
- The value of introducing online gamification into the development program of store managers.



Video games as a key to improving store manager training engagement

Decathlon France has chosen a more dynamic and immersive training tool to simulate the real-life daily situations of a store manager: the video game. This has allowed them to:

- Better train managers to fit in with the company's management culture.
- Update training methods for store managers.

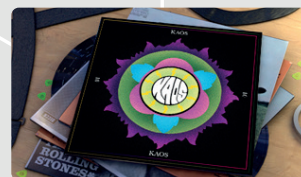
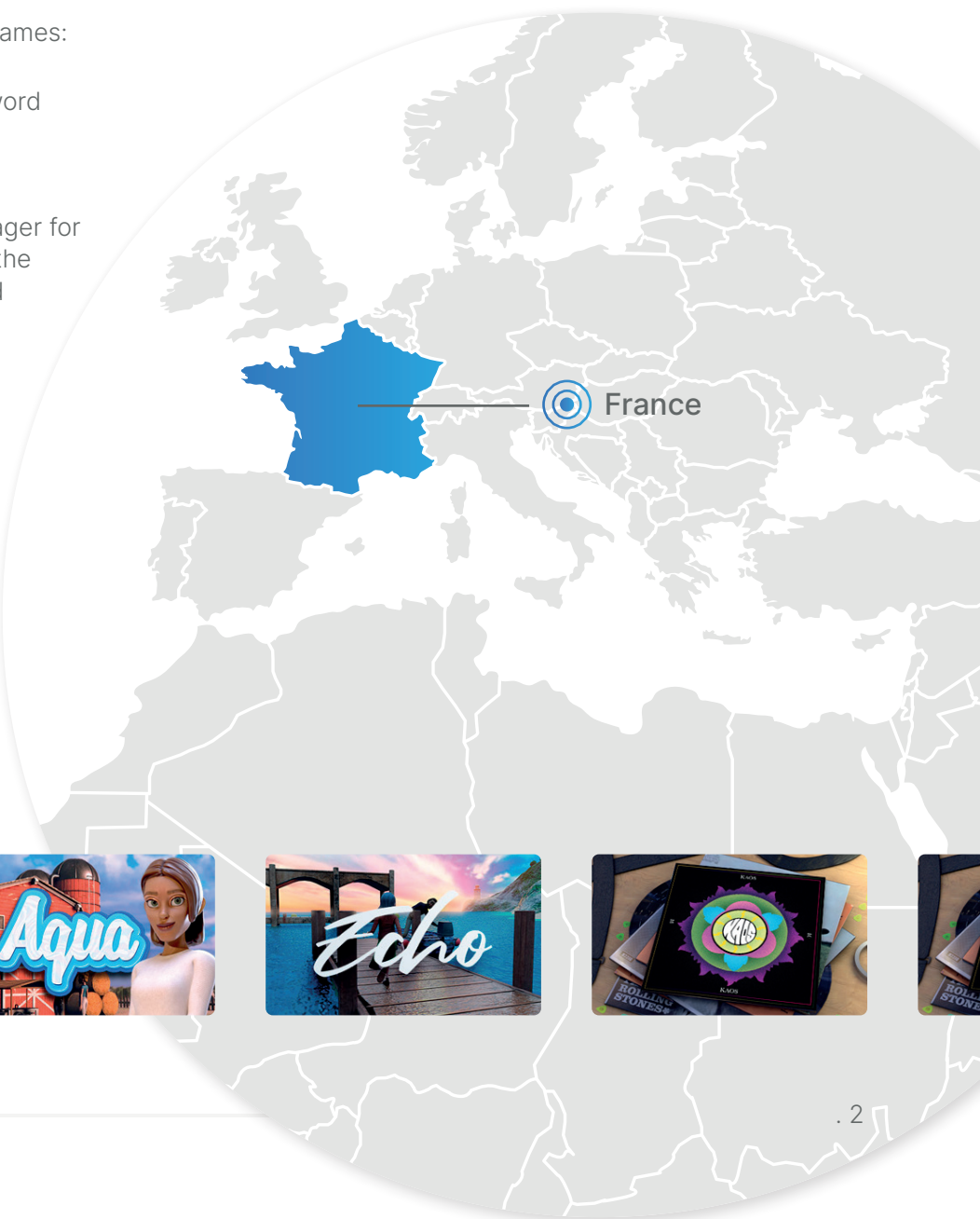
Implementation phases:

1. First, 250 store managers played **Pacific**, our game on team management.
2. After completing this course, they began to implement the next phases by playing various video games designed to develop other team management and leadership skills such as coaching, effective feedback, conflict resolution, and effective delegation of tasks

How to access the online video games:

- With username and password
- With a QR code

Decathlon France's Training Manager for executives and managers chose the first option, via email. The second option is more common when the video game has been developed for clients with a certain brand communication and/or entertainment objective. This option is indeed more direct as there is no need to enter information.



The use of video games as a training method appealed to store managers

Most of Decathlon France's store managers have received training in the form of video games developed by Gamelearn. This has allowed the company to integrate this training method into its ecosystem.

For now, Decathlon has chosen to use video games for learning. However, video games can be applied in a variety of ways, such as:

- Productivity video games, to reach business goals faster and more effectively, as well as improve results, with the help of gamification.

- Communication video games, aimed at clients to build loyalty or to associate the brand with a relevant value of interest to the company.

The use of training video games at Decathlon France has had a very positive return. Managers agree that it's an entertaining and uncomplicated way of training, which deals with real situations experienced on a day-to-day basis in the store while carrying out their role.

- They give the courses an 8 out of 10.
- 85% of them would recommend this type of training.
- 98% say that what they learned with Gamelearn's video games is directly applicable to their daily lives and that they've easily retained what they learned.

Applicability

+ 98% ↑↑

Recommendation rate

+ 85% ↑↑

Average grade

7,8 



The future of video game use at Decathlon

Video games have helped improve the perception of training programs for a certain employee profile at Decathlon France. The company is now considering taking advantage of this format to:

- Develop the talents of other staff members.
- Improve onboarding.
- Increase interest in operational training.

Productivity video games can also be used to improve KPIs and achieve specific team goals, thereby increasing ROI.

In addition, through direct access video games using QR, Decathlon could:

- Impact their customers, resulting in them sharing the values and habits promoted by the brand.
- Convey positive brand messages to its buyers.
- Invite them to participate in promotions or loyalty programs.
- Improve their user experience in physical and online stores.
- Create a part of Decathlon's metaverse.

Video games can transform minds, offering unique sensory experiences and activities. In the world of sports, this offers endless possibilities!

If you'd like to learn more about Gamelearn and its custom game development technology, please contact vmorel@game-learn.com.

