



Marché International

With brands like Marché Mövenpick, the Swiss-based company represents diverse gastronomy solutions for high-traffic locations such as highways, airports, zoos, and city center areas.

Workforce: 2500
Customer since: 2021
Solution: LMS

"Employees have embraced the offer of learning content on their smartphones and make regular use of the opportunity to acquire knowledge. This makes corporate learning easier, faster, and enjoyable for the employees."

Jana Northe
HR Development and Training

Important criteria

- ✓ Flexible access
- ✓ Traceability
- ✓ Course repetition

How Marché International welcomes new employees with mobile training

The challenge

The goal of the eLearning concept introduced in 2021 was to create an accessible digital onboarding solution that not only efficiently imparts knowledge but also extends a warm welcome and fosters a genuine connection to the company. Since not all employees, especially those in the restaurant, have regular access to a computer, the solution had to be intuitive and easily accessible.

The solution

Coursepath LMS, a learning platform known for its ease of use and flexible management, was chosen as the solution. It features a responsive design that is comfortably accessible on both PCs and mobile devices, seamlessly guiding users through courses. The advantages of this platform include:

- Efficiency: Compact, 10-minute courses accessible on the go
- Automation: Processes such as invitations, reminders, and certificate generation are automated, ensuring a standardized workflow.
- Continuity: Annual repetition of mandatory courses promotes continuous awareness of key topics.
- Interconnection: Seamless integration with the company's communication platform minimizes administrative overhead.

The result

In an extensive corporate academy, employees can familiarize themselves with Marché International's various brands and concepts and receive further training in critical areas such as hygiene and workplace safety. The introduction of eLearning courses and the digital onboarding strategy has not only received positive feedback from employees but has also saved time and costs. Furthermore, it provides the required proof of knowledge for regulatory inspections automatically and reliably. Marché International is thus well on its way to overcoming the challenges of the modern gastronomy industry.