



SUCCESS
STORIES

ESTRELLA GALICIA

How Estrella Galicia used L&D to become
a leading company in beer culture



This is Estrella Galicia's L&D story: A story about passion, pride and a love for beer.

ABOUT

Estrella Galicia is an established beer brand located in A Coruña, Spain who have a great passion and pride for beer. They don't just have a brewery, they have a beer museum, they have a beer academy – they truly live and breathe it.

And they want to help others – their employees, vendors, anyone who works with beer – learn all there is about beer and inspire and instil that same passion. How do they do that? Through training, of course.

“It has always been essential for us to communicate our beer culture in order to let people know why we should be the most loved beer (instead of aiming at being the best seller), and this course has really helped us do that. It's been exciting working with Netex, they've really helped us push our boundaries and bring our beer culture to life in a new way!”

Xabier Cubillo

Beer Culture Coordinator -
Hijos de Rivera



THE CHALLENGE

Estrella Galicia faced a common challenge. They had a successful face-to-face beer culture course for their employees, but they knew they could take it further. They wanted to inspire a wider audience, specifically employees hoping to achieve the Cicerone certification, the craft beer world's internationally renowned beer knowledge certification. Therefore, using their museum, Mundo Estrella Galicia (MEGA), and its beer academy, they decided to revamp and digitalise their training.

They needed a fun and effective solution that could make an impact aligned to their mission. It was the only way for it to be effective. Naturally, they were concerned how to maintain the engagement of the face-to-face, as they knew that would naturally be lacking, and they did not want the course to read like a PDF.

They chose us as their tech partner because they found that our solution could provide an immersive experience from the beginning.

HOW WE HELPED

Our main priorities were to **help develop innovative content, create an engaging user experience, and bring their brand to life.**

1. Innovative content

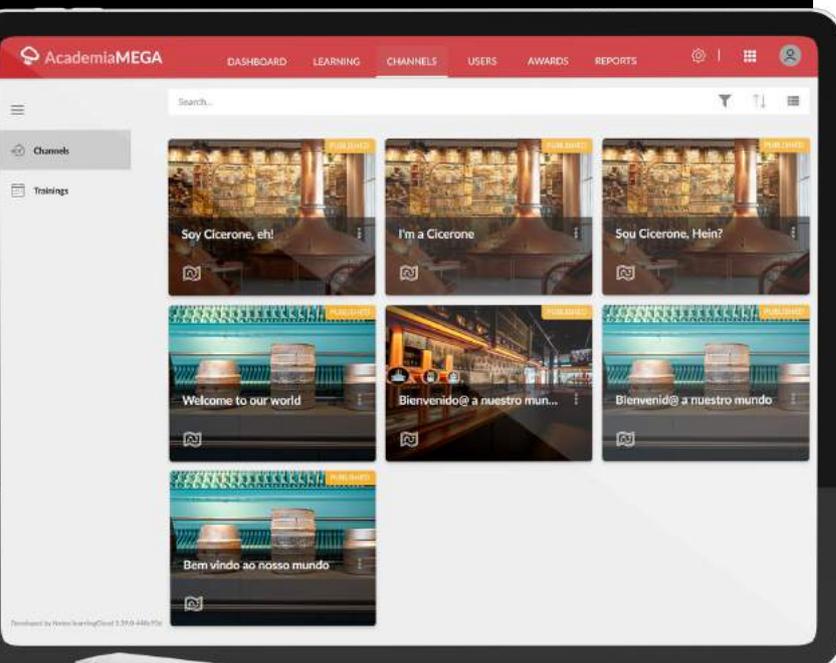
We used Learning Cloud Author, our content creation tool. A tool that allows us to quickly and efficiently build templated content without losing any of the quality.

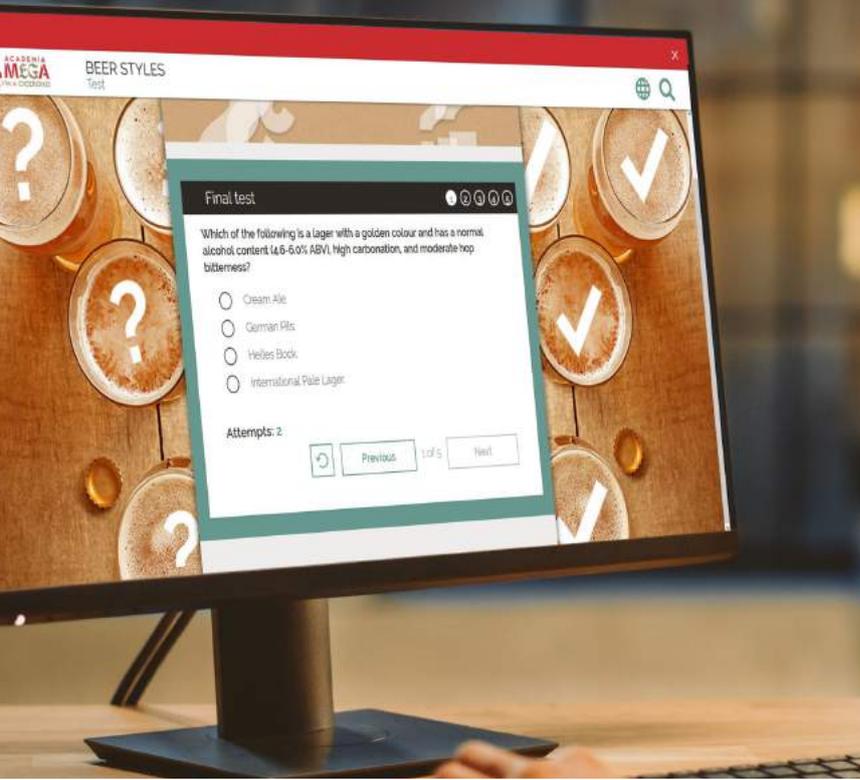
We catered for the learner. The solution was made available in three different languages, and each module had the same structure, so the learner knew what to expect, and the content was bite-size and filled with various interactive elements, embedded videos and review opportunities, quizzes and awards and badges. It created a varied learning experience, ensuring it didn't become a stale, repetitive one.

When digitising face-to-face training, it's always a challenge to capture the social and human aspects. You don't want the learners to feel like they're missing something, so we structured the course around Estrella Galicia's MEGA beer museum to help the learner feel connected to the topic. Each module represented a room, and so the user's journey looked like every visitor's journey through the museum. And with videos set in the museum, it was really brought to life.

2. Engaging user experience

Our Learning Cloud LMS set the tone for the user experience. It's how the learners are first introduced to, and access, the training, and it created a slick, seamless learning experience that inspired them. An immersive experience that was memorable and meaningful.



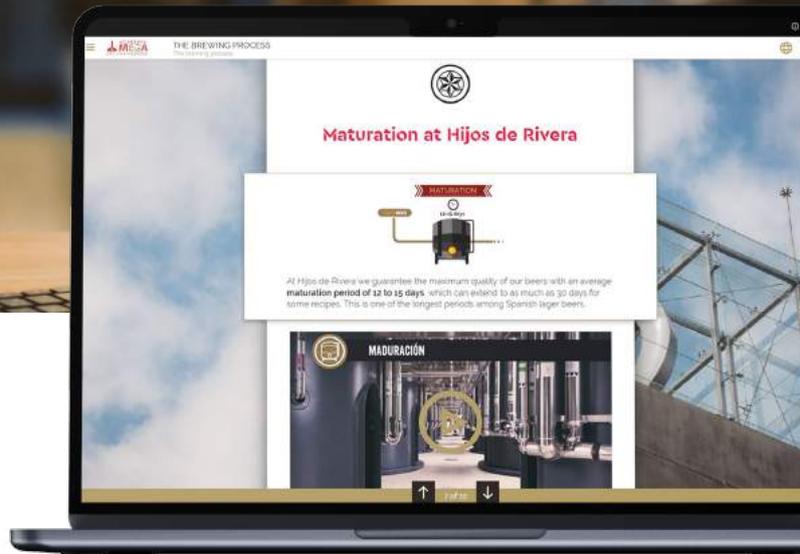


The LMS puts the learner front and centre. As we wanted the learner to understand learning before they progressed, pathways were set so that they had to pass the activities before they could progress on to the next one. The LMS also allowed the learning to be device-agnostic, providing flexibility for learners who may not be able to access on a desktop.

Estrella Galicia also needed a seamless way of registering for, and accessing, the course. We designed a solution, which included a registration page where learners could request the course and language, and were sent a coupon code, which they could use to access their desired learning.

3. Bringing the brand to life

The flexibility of Learning Cloud LMS and Learning Cloud author meant that we were able to brand the content and platform to look and feel Estrella Galicia.



If there was a disconnect with the brand, it wouldn't have been trusted in the same way. So, to capture their pride and passion – which are important aspects of their brand – we followed the brand guidelines carefully and considered everything, such as the imagery, the brand colours, and the fonts. An example was the imagery. They are big, bold, and stunning. They are not the usual stock images you find in e-learning, and really help bring the learning to life. You can almost taste the beer and smell the hops.

As with a lot of our projects, this isn't considered the end. It's an on-going process, and we are always on hand to update and create new content or adapt the LMS, allowing the training to evolve as required.



Learning Studio
Bespoke content creation



Next Gen LMS
Learning and development



Author
Content creation



THE SOLUTION

As a result, we delivered two courses: **'Welcome to Our World'**, which was for onboarding distributors, vendors and the salesforce, and **'Hey, I'm a Cicerone'**, a 13-module course, which helped learners prepare for the 1st level of the Cicerone certification.

- Engaging real-life videos
- Branded graphical design
- Interactive bite-size content
- Review and quiz sessions
- 3 different languages

TOP FIVE FEATURES OF THE PROGRAM



User experience

All elements of a good programme should help create a great user experience, but our LMS, which has a state of the art user experience, takes it to a whole new level.



Variety of content

It includes different types of interactive modes, review sessions and quizzes, training pathways, badges and awards, different languages and more.



Branding and design

Branding not only elevates the training, but it helps the learner fully embrace brand loyalty. They need to trust that the company is behind the training, and the branding does that.



Single sign-on

The sign on page was on Estrella Galicia's MEGA Academy page, and from there they went seamlessly into Learning Cloud LMS and the learning, without even realising it was a separate product.



Videos

Their videos are a great example of utilizing real-life videos to engage with the learner. The quality, engaging language and setting of the brewery really took the learners into the Estrella Galicia world.

RESULTS

2500+

hours of work saved for the L&D team

1000+

certifications awarded for *I am a Cicerone Lvl 1*

80+

content published, with an average user rating of 9/10