



Case Study: Super-Pharm

Streamlining pharmacy operations: How Super-Pharm transformed manual processes and boosted efficiency

Before Blossom, Super-Pharm had a lot on its plate. Manual methods for managing employee learning and development (L&D) made skill development challenging.

With a workforce of over 10,000 spread across different sites in Israel, employee turnover rates were high. Since Blossom is a fully customisable solution for businesses worldwide, the brand empowered Super-Pharm learning processes to meet the digital age.

By streamlining processes, managers have complete oversight of employee training events—ensuring compliance requirements are fully met. Blossom helped Super-Pharm to enhance product knowledge among its employees and boost customer engagement.

ABOUT SUPER-PHARM:

Founded in 1978, Super-Pharm is a multinational pharmacy chain. The brand has grown to 280 stores spread across Israel and Poland. The central HQ has 40 staff and 10,000 employees working from various store locations.

The drugstore brand offers a range of products and services to its customers. From pharmacy and cosmetics to baby items, dental, and optical products, Super-Pharm is the largest chain of pharmacies across Israel.

CHALLENGES:

Super-Pharm was using SharePoint to manage its entire employee L&D function. Limited learning tracking and reporting features made understanding individual learning progress, completion rates, and assessment scores non-existent—risking non-compliance and low employee engagement.

Since robust L&D data is crucial for assessing the effectiveness of training programs and ensuring compliance with training requirements, SharePoint's capabilities were limited and unable to meet Super-Pharm's growing needs.

Super-Pharm's existing system for learning management was unfit for purpose. The need for significant customisation and the ability to scale were limited. Heavy manual administrative processes were not only complex, but time-consuming for all.

PROBLEMS SOLVED:

- Accessible learning activities save time and working hours—allowing employees to learn at a time that suits them and improving the employee experience.
- Managers have complete oversight of all employee training events. Access to auditing features allows managers to take action to address unmet training needs and non-compliance swiftly.
- Super-Pharm can expand its operations by utilising a robust L&D platform designed to address evolving requirements.

KEY TAKEAWAYS:

- Streamlined all L&D management operations by reducing administrative burden
- Employees have enhanced product knowledge and increased understanding of customer engagement. By leveraging Blossom's comprehensive features, Super-Pharm partners can upload specialist training—increasing staff confidence.
- Super-Pharm has successfully established a robust hierarchy to address its complex and unique organisational requirements.

[Blossom] is very user-friendly. It has a wide range of capabilities, and there is further potential to be gained from using the platform as the breadth of functions is wide. There is real room to grow with Blossom."

Ilan Cohen, Chief of Learning Development at Super-Pharm