

CASE STUDY

How Supergoop! creates skincare experts around the world

Supergoop! is a prestige skincare company on a mission: to make it easy to protect your skin with high-quality sunscreen-fortified products. Selling direct to consumer and carried at major retailers worldwide, Supergoop! needed an effective, scalable way to train employees and partners on their products. This meant looking for a platform that makes it as easy to create training as it is to reach learners, both internally and externally, and they found it with Articulate.



Company Stats

Company Size: 100+ employees

Industry: Beauty

Key info: Building internal and external product training

Using: Articulate products

For: Employees and partners

To achieve: International expansion and rapid growth

Objectives

- Adapt traditional beauty training—intensive, costly, classroom-based role playing—to engaging online courses, accessible to learners on-demand.
- Educate retail partners worldwide with learning content that plays seamlessly in their LMSs.
- Create snackable training to keep salespeople current with product launches, company news, and relevant beauty trends.
- Support international expansion and rapid growth with effective virtual onboarding and training.

Challenges

- Accommodating the diverse training needs of internal and external learners
- Limited flexibility in adapting to product changes or new information
- Updating a dated onboarding handbook into an interactive online system

Results



After completing training created and delivered with Articulate software, outside customer service representatives went from earning a 2.5-star rating to a 5-star rating.

Solutions

Supergoop! first heard about Articulate from its retail partner, Sephora. The beauty giant uses Articulate 360 to create online courses for its own training needs. Supergoop! wanted to mimic the design and quality of Sephora's training and ensure that content looked great when distributed through their learning management system (LMS). Each of Sephora's beauty advisors are critical to Supergoop!'s sales, so keeping these partners current on product benefits and new releases was a must.

The Supergoop! sales team started using Articulate products to quickly create and distribute content to Supergoop! employees and retail partners like Sephora. When the company expanded into the Asia-Pacific (APAC) region, Supergoop! needed an easy way to plug in these new partners. "There was no other way for us to get content over to the APAC region," says Amber Weinfurter, SVP of Sales at Supergoop!. "We knew we had to adopt the system right away."

Beyond sales training, Supergoop! used Articulate products to quickly create virtual onboarding during a period of rapid growth and to revamp its customer service and product training. Their efforts have paid off with improved customer satisfaction. After completing training created and delivered with Articulate products, outside customer service representatives went from earning a 2.5-star rating to a 5-star rating. And better customer service ratings can only mean one thing—happier customers buying more from Supergoop!

Benefits

- **User-friendly training**
Supergoop! reports that Articulate's user-friendly system engages all learners regardless of technical ability.
- **Modern training at scale**
Articulate makes it easy to create and distribute engaging learning content, whether to a partner's LMS or directly to employees wherever they are—something Supergoop! finds helpful as it works with more tech-forward millennials and Gen Zers.
- **Improved customer satisfaction**
Since implementing online training, outside customer service representatives' ratings improved from 2.5 stars to 5 stars.
- **Fast and simple global expansion**
Articulate helped US-based Supergoop! share critical content with new partners in Singapore, Thailand, and Malaysia—keeping everyone actively learning and engaged through the expansion.
- **Knowledgeable employees boost sales**
The constant flow of new, easily digestible training keeps salespeople current, helping them connect with customers to boost Supergoop! sales.

