



THE One increased Conversion rates by building Employee Knowledge on **Axonify™**

10% increase in conversion rates by training 5 times a week

Overhead Training equivalent to **2M AED** in the first six months of using Axonify

Company: THE One Total Home Experience is a UAE-grown Lifestyle Brand that offers Seasonal Collections of Affordable Home Fashion founded in 1996. Today THE One has a total of 22 stores and 1 Bistro Restaurant across the Middle East and North Africa, consisting of 3 categories THE One, FUSION by THE One, and THE One Basics.

Industry: Home Fashion

Training Objective: Increase conversion rates

Target Audience:



More than 500

THE One instore staff across MENA region



IMPACT:

98%
Participation

23.4
Training Frequency
(i.e. Average of 5-6 times user login per week)

28%
Knowledge Growth



LEARNER FEEDBACK:

97%
Agreed Axonify helped them be more efficient in their jobs

97%
Agreed Axonify increased their knowledge on various products

"It has improved my customer service skills, upselling and cross selling has increased"

"All the questions that we receive are relevant to our job which helps us serve customers easily"



MANAGER FEEDBACK:

"I can also see the team has gained more confidence in handling customer issues and upselling especially front of house"

"I noticed an increase of product presentation quality which ultimately increased the product knowledge confidence when assisting customers"