



Today is a
good day to
be inspired by
Fuller's.

“When we saw the usage data, it was clear
people were finding the courses engaging.”



goodhabit^z
online training

Company name

Fuller's

Industry

Hospitality

Company size

3000+

Headquarters

London, England



About Fuller's

Fuller, Smith and Turner P.L.C. (Fuller's) is a family-controlled premium pub and hotel company, with a large estate of almost 400 sites across the south of the UK. Nearly half of all sites are run by Fuller's appointed managers and the company's ethos is to provide delicious fresh food, outstanding ales and exceptional service.

When it comes to delivering exceptional service and outstanding food and beverages you can look no further than Fuller's. They take pride in serving the best to their customers and are just as passionate about this when it come to their own employees. Fuller's has been able to serve their employees with personal development through the implementation of GoodHabitZ learning courses since 2019 when they started their initial pilot. Since then, Fuller's has witnessed the development of their employees who work in all areas of the business. This has allowed them to propel themselves forward and add a variety of soft skills courses into their repertoire of skills to help them accelerate in their careers.

“The course content is very visual and perfect for mobile platforms. It fits well with our LMS and learning goals and really enhances what we already have in the organisation.”

Erol Mustafov, E-Learning Content Manager



Why GoodHabitZ?

In many service-related industries, competition is fierce. That is why it's essential for Fuller's employees to develop excellent soft skills. And as customer service, project management and communication skills are obvious areas to focus on, it's also essential that workers, many of whom are non-native English speakers, can improve their written and spoken language.

Fuller's has encouraged a culture that prioritises continuous learning, and L&D efforts are focused around three core streams – Begin, Become and Beyond – depending on the individual stage each employee is at. Role-specific learning pathways were created as personalised website landing pages for each job role – from pub manager to

housekeeper to commis chef - with content recommendations for each stage. A large library of technical and compliance-related content was already available for employees, but soft skills was the missing element. After reviewing multiple options, Fuller's invested in GoodHabitZ to incorporate a stream of optional learning pathways into the company's learning and development programme.

Another factor for Fuller's in choosing GoodHabitZ was the support for mobile devices and the ability to integrate with their FUSE LMS. “Only a small percentage of Fuller's employees will be accessing the courses on laptops or desktops, so we needed a platform that would support mobile devices and be accessible through our learning app.”



The key to success

As a new initiative, Fuller's piloted GoodHabitZ with a small segment of the company, hand-picking four operations managers as advocates to launch the platform within their own business units. The individuals chosen had two specific characteristics. Some were already proactively engaged with their own personal development, making them likely to be very positive and willing to encourage others to engage with e-learning. The others were individuals known to struggle with new initiatives and who could offer useful insights into how other employees might react, once GoodHabitZ would be rolled out across the whole company. The results of the pilot were very positive.

GoodHabitZ was first introduced in May 2019. Since then, training meetings attended by each Operations Manager's direct reports have been held every month. With up to 100 people involved, these sessions have provided a perfect forum to learn about course content and its wider relevance in the company. "Typically, management would introduce GoodHabitZ courses and discuss their benefits, plus whatever goals they were hoping to achieve, as a way to encourage other employees to complete them too," says Erol Mustafov, E-learning Content Manager at Fuller's.

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“When we saw the usage data, it was clear people were finding the courses engaging. In a short space of time, GoodHabitZ has made a clear impact, and it’s being well-used.”

**Erol Mustafov
E-Learning Content Manager**

Results that make you smile

After these sessions, Fuller's recorded a surge in employees attempting courses. When the analytics were examined, it was clear employees outside of the pilot group were finding GoodHabitZ on the LMS on their own and accessing the content independently.

When they began their pilot, 320 students registered with GoodHabitZ, 554 courses had been started, and 205 courses were completed. That is a hefty 64% completion rate among learners! These results are especially impressive given the fact that the project began with just four initial advocates, each of whom has gone on to inspire hundreds of learners.

"We did a lot of initial research to identify what courses to recommend for each job role. We'll be looking at the back-end analytics to understand exactly how the

courses are beneficial, what subjects are most popular and when people are finding the time to learn, so we can continue improving what we offer," says Erol Mustafov.

Recruitment promotes soft skills during candidate selection

Fuller's recruitment team has also seen the attraction of GoodHabitZ among prospective employees, highlighting to candidates that they will have access to personal development resources online that they would otherwise have to pay for. "It's a great added value to mention as a perk when recruiting."

Overall, Fuller's appreciates the broader value of soft skills learning and how employees prioritise the chance to develop themselves. "We looked at the research and could see that personal development



is something people perceive as a very important benefit. It's up there with spending time with family and having a good work-life balance. Fuller's didn't have a perk like this to offer previously, and it's useful for enhancing our retention levels."

Learning aside, Fuller's is already seeing the availability of GoodHabitZ generate a spark of innovative ideas from management on how it can be beneficial. The company operates a promote-from-within policy and plans to use GoodHabitZ analytics to evaluate internal applicants for job roles. "We can see how GoodHabitZ is going to enhance our training. We can see what soft skills a candidate has under their belt, and

generally how proactive they are when it comes to self-development. That's a key trait for people wanting to progress their careers with Fuller's."

The results in numbers

- Activated accounts: 738
- Lessons started: 1.220
- Time spent learning: 4.692 hours
- Average course rating: 4.25/5

The most popular courses

1. Managing Expectations
2. Mindfulness
3. Mind over Matter
4. The Power of Failure
5. Customer Focus



Today is a
good day to
get to know
more of our
clients.

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