

L'Oréal TR America and APAC receive eight awards



L'Oréal Travel Retail America and L'Oréal Travel Retail Asia Pacific has won eight awards with My Beauty Club, a social and mobile learning application by the retailer that is dedicated to upskilling beauty advisors.

The application features e-learning modules, corporate news, upskilling on sustainability and brand happenings to keep beauty advisors educated and engaged. Beauty advisors are enabled to connect with one another across their region for peer learning and social connections. With My Beauty Club, beauty advisors may learn whenever they want, wherever they are.

The awards

These recognitions of My Beauty Club's excellence in enabling beauty advisors with social learning to connect, create and share content, as well as its ability to provide information and assistance to beauty advisors at the point of need to aid performance, says L'Oréal Travel Retail Worldwide.

TRAM Beauty Advisors My Beauty Club Americas, has won two awards from the Learning Technologies Organization. They recognize the commitment, enthusiasm, and passion for learning technologies across the world. Finalists were selected by an independent panel of 60 judges, and over 450 entries received of which My Beauty Club won two gold medals in the following categories: best learning technologies project - commercial sector and best use of social and collaborative learning technologies.

TRAP Beauty Advisor My Beauty Club Asia Pacific has won six awards. The app leveraged on the power of microlearning, gamification and social learning to encourage engagement between the users, create a high-performance learning culture and generate real business impact. As a result, My Beauty Club has been instrumental in helping L'Oréal Travel Retail Asia's Beauty Advisors to achieve their learning goals, anytime, anywhere.

In the Brandon Hall Excellence Awards 2022, Gold Medal awards were achieved in:

- Best Advance in Creating a Learning Strategy
- Best Results of a Learning Program
- Best Use of Mobile Learning
- Best Use of Social Collaborative Learning

In the Learning Technology Awards 2022, Gold Medal awards were achieved in:

- Best Learning Technologies Project - Commercial Sector
- Best Use of Social and Collaborative Learning Technologies

All entries were evaluated by a panel of veteran, independent senior industry experts, gold, silver, and bronze awards after reviewing both written entries and presentations. Winners were selected based on the following criteria: fit for need, design of the program, functionality, innovation, and measurable benefits.

"At L'Oréal Travel Retail we are proud of these recognitions," says the company.

"MBC has transformed the way we engage and motivate our BAs and retail teams in TRAM. Not only is there 24/7 access to learning, but the community wall has given the opportunity for peer-to-peer exchange, connection, and learning," said Julia Seve, L'Oréal Travel Retail Americas Director.

"Bravo to our Retail Education, Marketing, Commercial and Corporate Education Team's collaboration in creating first class content to motivate and engage our Beauty Advisors across Asia Pacific. These awards are a testament to all the hard work that the teams put together," said Kim Mi Joo, Chief Retail Officer at L'Oréal Travel Retail Asia Pacific.