

# Pernod Ricard GTR launches digital learning app



The app, available worldwide, is suitable for all levels and is available in seven languages

[Pernod Ricard](#) Global Travel Retail (PR GTR) has launched a digital learning app called UP&UP for its employees and frontline staff.

Through mobile-first learning, users can access over 65 courses and programs through which they can expand their knowledge of Pernod Ricard's comprehensive brand and product portfolio in global travel retail.

The app is suitable for all levels and is available in seven languages: English, Korean, Traditional Chinese, Simplified Chinese, Spanish, Turkish and Russian. It encourages users to actively engage with the platform through games and other activities. Through geo-targeting technology, users can opt to receive push notifications, drawing their attention to relevant information in the right place and at the right time. With information available on the go, they can also move at their own pace and convenience.

Upon completion of activities, learners will receive badges and certificates, which they can share with the learning community hosted on the app. UP&UP also features a continually updated global newsfeed, delivering time-sensitive information on all things Pernod Ricard.

Virginie Bievre, Head of Retail Training, PR GTR said in a press release, "Today in travel retail, the airport store touchpoint plays a key role in the traveler journey, with 55% of travelers having interacted with a member of our duty free sales force in Q3 of 2022.

"We want to equip frontline staff with the right tools and knowledge, so they can enrich the traveler's journey with expertise on our products, in turn creating a memorable experience for the consumer every time, regardless of the drinks category or nationality of shopper.

"We wanted to take learning to the next level, through the development of a social, on-demand and gamified platform. We believe that this app will help to inspire staff to deliver engaging experiences to travelers shopping across wines and spirits."

Liya Zhang, Vice President of Marketing, PR GTR added, "We're really excited to roll out the new, UP&UP training app across our global network. Through this exciting learning tool, we are not only instilling our sales representatives with more in-depth knowledge – helping them to unearth a passion for our brands and products – but also creating a live dialogue with them. We believe this will translate into better interactions with travelers, including more meaningful product recommendations

and a superior level of customer service.”