



HOW SHURGARD LEVERAGES THE POWER OF GAMES FOR TRAINING

Shurgard x Play it

Nice to meet you!

Presenting



Géraldine Chapelle
European Learning & Development Manager

About me:
+3 years working for Shurgard
Focuses in role on developing our people &
organization to future-proof our business.



Mike Ptacek
Game-based learning expert Play it

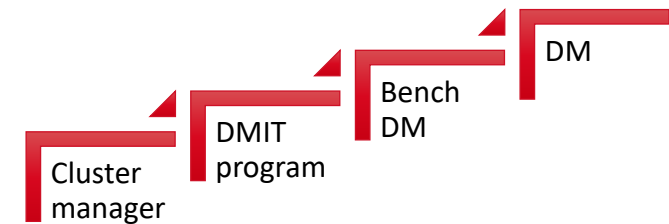
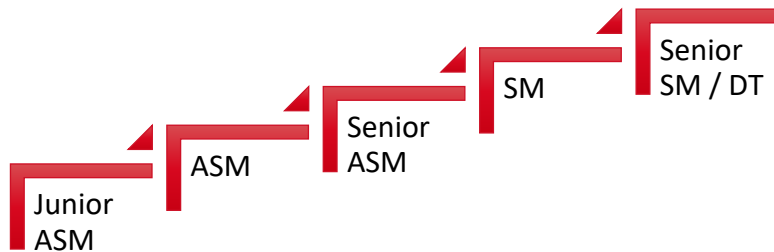
About me:
Founder at Play it
Focuses in role on product development.
Background in teaching, learning, gaming

Continuous development of employees in times of CHANGE

- Our 6-week onboarding training for store staff covers Shurgard 4 pillars and high-quality standards, comprehensive sales and customer service training, in-depth systems training, and essential technical training.

- Coaching & development**

Our district managers invest significantly in coaching store staff, elevating their skills and enhancing performance.



Situation 2023 at Shurgard

Shurgard on the lookout to optimize processes

- Quick onboarding processes
- Efficient sales & audit processes
- Optimal customer experience

Why optimization?

Processes too long, low retention, lots of repetition needed



Challenges in the company

Needs

- Big player -> standardized formats needed
- Interactive learnings
- Possibility to customize
- Attractive solution

Challenges

- Young staff
- Boring old system
- Difficult to get employees to train

Focus

- Increase motivation with employees
- Easy-to-use system
- Provide engaging experience

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Find your solution



Try out a training
game for free!
You will ❤️ it



PLAY IT SAFE
PLAYFULLY MAKE YOUR
WORK SAFER

PLAY IT SECURE
PUT HACKERS OUT OF
ACTION VIA SIMULATIONS
ON DATA PROTECTION

PLAY IT CREATOR
DESIGN & BUILD YOUR
OWN TRAINING GAMES

PLAY IT CUSTOM
YOUR COMMUNICATION
AND PROCEDURES IN A
CUSTOMISED GAME



Play it Creator

- **Who:** HR and L&D departments
- **What:** Onboarding, learning and safety tracks
- **Why:** Intuitive & easy-to-use solution to create your own **successful** learnings for impact
- **How:** Extra mile service delivery

www.playit.training



**Create your own
fun learnings
in an instant**



*the most
user-friendly
solution in the
market*

**All devices: pc, mobile, web & VR | Over 30 languages
Digital & interactive learning | Scalable solution
Management tool: results & impact | LMS integration**

How does it work?

1. Describe procedures
2. Take pictures
3. Merge and make interactive
4. Publish and play!



24%



Delphine

0/0



Om te beginnen ontgrendel je de deuren met een sleutel of een toetsenbord, deactiveer je het alarm en schakel je de lichten aan. Vergeet bovendien niet in te loggen op je telefoon, computer en andere Shurgard-systemen.





Delphine

0/0



6%



Hé, daar is iets gaande! Ga je eens kijken of alles in orde is?



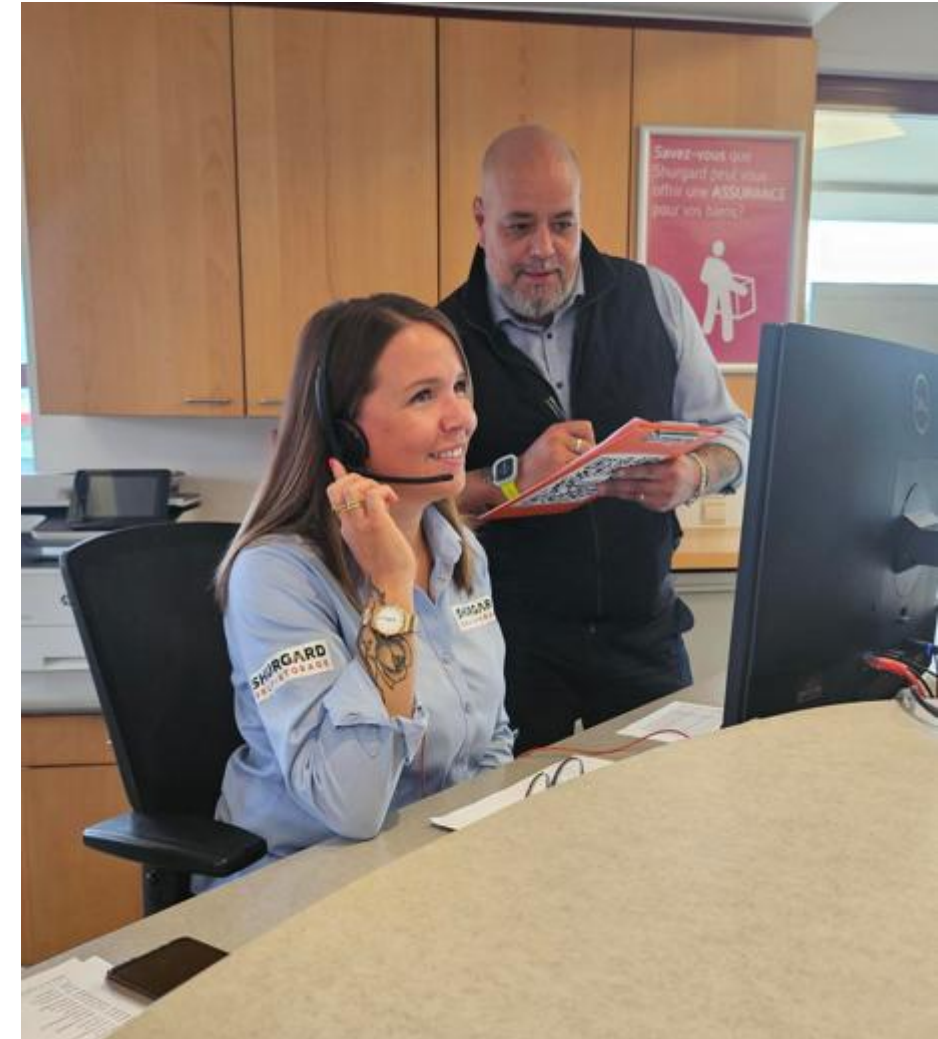
Roll-out process

Preparation

- Internal communication campaign
- Teaser via MS Teams
- Communication via intranet & email
- Tell the employees: what is it? what does it do?

First phase of roll out in 2023

- Discovery phase for the entire staff
- Go live without the custom environment



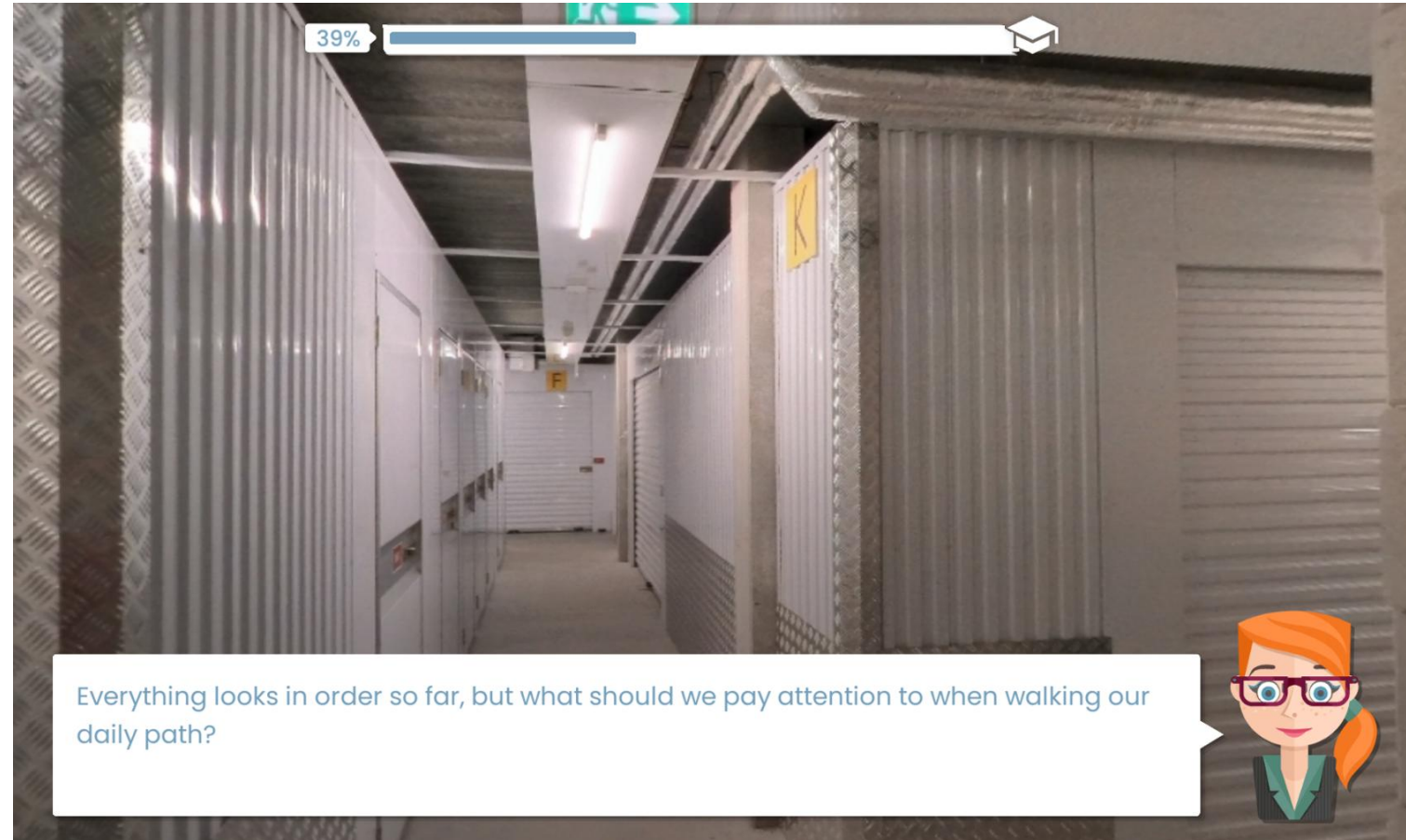
Roll-out process

Reactions

- More than half of the employees already played the training games in this phase
- Positive feedback

Second phase of roll out in 2024

- Communication about custom environment
- Refresh for employees already playing + (obligatory) introduction for new employees
- Play it Creator (training for the store employees): communication to managers to have the employees first play the game and then go through the store



Experiences and impact

For employees

- Very interactive
- Wow effect
- Higher focus
- Learning by doing (virtually)
- Better retention of information
- More fun
- More engagement

For management

- Less time needed for onboarding
- More efficient processes



Advice for success

- Personal guidance for small part of the employees who need it to make the project 100% successful
- Communication campaign around launch of new training
- Play it tutorial helps successful launch
- Regular new content and switching around with content:
 - Hide “older” learning paths
 - Highlight new creations
- Design own environment and create own customized training via Play it Creator:
 - This engages trainers maximally

Future

- Now using Play it Safe catalogue, Play it Secure catalogue (cyber security + GDPR), Creator with customizations and intention keep using these solutions
 - > 500 people blended track with online fire safety courses + practice for certification within 1st month
 - > every 2 months new Play it Creator courses
- Plans to get new employees already onboarded before they start

Q & A - @stand 16

Bouw in een handomdraai je eigen gamified training met de Play it Creator

Zelf gamified AI learnings maken in één beweging op een snelle en kostenefficiënte manier? Je ontdekt hoe dit mogelijk is in onze sessie. We bouwen met de nieuwe Play it Creator een interactieve training die meteen ter beschikking is in meer dan 20 talen, zowel geschreven als gesproken. Ook het eindresultaat is meteen beschikbaar op verschillende platformen: mobiel, web én VR.

- › Ontdek het meest gebruiksvriendelijke platform op de markt.
- › Ervaar hoe eenvoudig je impactvolle game based learnings kunt bouwen ondersteund door AI
- › Upgrade E-learning naar G-learning voor opleidingen over onthaal, veiligheid, etc.

Brecht Kets | 13u20 📍8 + 14u20 📍17 + 15u40 📍11



Want to try it?

For a free demo, go to: **<https://demo.playit.training>**



Connect with us



Géraldine Chapelle
European L&D Manager Shurgard
Geraldine.chapelle@shurgard.eu



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mike@playit.training