

Cineworld

# Case Study



## Know your audience...



### BACKGROUND

In a 'living wage' industry, Cineworld wanted to attract Millennials and Generation-Z'ers with star quality. The challenge was to keep them on board, then bring them quickly up to speed on the company's way of doing things. The endgame was great people doing a terrific job, and loving it.

Cineworld is the second biggest cinema operator in Europe, showing movies on more than 2,000 screens across 221 sites in nine countries. They employ over 4,000 people in an industry where a lot of candidates drop out during the recruitment process – and those who complete it don't always understand exactly what's expected of them on the job. The company was keen to bring the bright sparks on board, get them interested and committed, then give them all the training and support they'd need to be brilliant ambassadors for Cineworld.

To cut through to an audience you need to understand what floats their boat. And we know that Cineworld's Millennial and Generation-Z applicants are excited by the dynamic, digital world of interactive gaming and alternate reality.

**“When it comes to an LMS, there's a lot of choices that do a great job, but it's difficult to find one that is highly customisable and suits our delivery model.”**

**ALISTAIR BRUCE,**

Online Learning Manager - Cineworld



# An LMS with built-in encouragement

## THE SOLUTION

We developed an eye-popping 3D interactive walk-through of a complete Cineworld cinema. It creates big screen movie magic on the small screen, with lively videos part of the mix. Applicants can explore different career paths, have their questions answered, and get a handle on what the job they're interviewing for will be like. It's a WOW introduction to the brand, helping ambitious applicants see Cineworld as a great place to work.

The 3D virtual cinema is a great way to explore the different career paths at Cineworld, with the digital Learning Library a fantastic resource to help them get where they want to go.

Cineworld told us they want to give maximum support to the young people they take on,

and make them feel a valued part of a family environment. So once on board, our LMS is designed to offer all the encouragement and support new joiners need to move forward with confidence.

The new member of staff moves straight onto their own tailored training plan, based on the specific job they're doing. There's training on the LMS to help them develop their skills too – from communication and handling confrontation to management and leadership.

With the LMS available and super-easy to use on a tablet or a mobile, there is information and guidance on tap wherever and whenever staff need it.

**“Looking back over the last three years I can say Academy Point have always been there, eager to listen and understand our requirements, and have delivered a platform with outstanding features.”**

**ALISTAIR BRUCE,**  
Online Learning Manager - Cineworld



## A great fit!

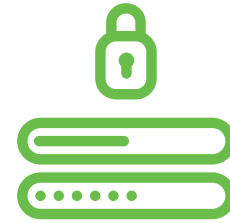
We first met with Alistair and his team three years ago to talk about how we could work together creatively to achieve his recruitment goals. They chose Academy Point because our LMS could be made a perfect fit, not only with the company's existing systems, but also with the Cineworld brand.

# “The results have been remarkable.”

## OUTCOMES

The new LMS has had a positive impact on the recruitment experience for both new joiners and their managers, and for the company's bottom line.

1. Managers are able to register new staff before their first day.
2. New joiners can ask the questions they didn't ask at interview.
3. Managers can track the induction progress of each new joiner.
4. New joiners feel part of the company before they even start.



**450,000 logins**  
in the last 12 months



**5,410 users**  
on the BeReady programme



**315 users**  
on the BeMore programme

## Empower your people

Academy Point is a brilliantly simple LMS to easily deliver joyful training to everyone in your team, wherever they are.

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