

CUSTOMER SNAPSHOTS

Friedman's Home Improvement Builds Learning on a Fresh Foundation

Industry: Retail**Learners: 500**

Friedman's Home Improvement has been family-owned and operated since 1946. The company began as a single store in Petaluma, California, and has flourished into a leading regional retail chain with four locations across Northern California that customers love. The company mission, "delivering the human side of home improvement," has led to being named "Best Home Improvement Store" in Sonoma County for thirteen years in a row.

The company is dedicated to fostering a culture where Team Members feel secure, supported, and equipped with the essential knowledge, skills, and tools to serve Friedman's customers effectively. Team members are encouraged to step out of their comfort zones and enhance their expertise. Using Schoox as the foundation of "The GrowZone," its employee-centered learning program, the L&D team can ensure that all of



Friedman's Team Members, from the frontline to the executive team, can benefit from valuable learning opportunities to support the company's goals and continued growth.

Customer Snapshot: Friedman's Home Improvement

→ Moving to a digital approach

Friedman's original paper-based training system was inefficient and unable to effectively support their growing employee base.

→ Comply with ease

Team Members have quick access to the latest info to safely perform tasks, operate equipment and handle hazardous products.

→ Personalize development

Employees can engage with the material in various formats and in ways that best fit their own individual diverse learning styles.

→ Make onboarding fun and inviting

Videos, interactive content, and social learning activities create valuable learning journeys for Team Members from day one.

→ Mobilize learning for all

Friedman's uses Schoox's mobile app to train a workforce that spends most of its time on the sales floor, loading dock, or in the warehouse.

→ Create a culture of learning

Employees can access targeted training that aligns to their individual career goals with Friedman's business objectives.



Schoox's ability to connect Team Member development with Friedman's core values and commitment to community support has been nothing short of transformative.”

Melissa Lepiane

Training Manager, Friedman's Home Improvement

ABOUT SCHOOX

Schoox is workplace learning software with a people-first twist. It puts people over process, making learning and career development easy, accessible, rewarding, and fun while adapting to whatever the world throws your way. Learners “up” their skills, grow on the job, and get more done—and you can measure the impact of all their awesome accomplishments. [Learn more at schoox.com](https://www.schoox.com).



Learning wherever work happens

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