

## One Touch 5 | case study

### retail industry



**Walgreens is not the largest drugstore chain in the U.S. but it is ranked #1 in sales.** Why? Because Walgreens knows how to do more with less.

With fiscal 2001 sales of \$24.6 billion and recently listed as number 78 on the Fortune 500, the chain operates 3570 stores in 43 states and Puerto Rico. Walgreens also plans to maintain a long-held strategy of building new stores rather than acquiring others—the chain's goal is to have up to 6,000 stores by 2010.

Facing the challenge of employee training in a period of company expansion, Walgreens sought a strategic tool for staying ahead of its retail competition. As David Harnish, Corporate Manager of Meetings and Media for the Walgreen Company, put it, "What do you do when your VP of distribution and logistic challenges you for a way to train 4,000 employees—quickly, cost-effectively, and in locations spread across the U.S.?" Harnish's group conducted evaluations of enterprise-wide learning solutions that would support the organization's changing needs.

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David Harnish,  
Corporate Manager of Meetings and Media  
Walgreen Company

#### Meeting the Knowledge Sharing Challenge

Recognizing the need to address both training and corporate communications needs for the Walgreens organization, Harnish turned to the interactive learning and collaboration technology he had seen used by the Ford Motor Company—the patented One Touch™ interactive touchpad classroom solution. After seeing the One Touch offering first hand the company purchased the solution in late 1998. Using the highly scalable One Touch platform, this geographically dispersed enterprise can now cost-effectively expand the reach of live, collaborative meetings to a growing network of remote sites.

#### Reaching Thousands of Employees

Broadcasting from a One Touch Presentation Server, a Walgreens presenter located at the company's e-Learning studio in Deerfield, Illinois can reach employees anywhere across the enterprise. Participants see and hear the presenter on a classroom TV and interact by pressing their interactive touchpad. Students engage the instructor in conversation through a "call" key, while everyone on the network can hear both questions and responses. Student results are compiled and available for immediate display to all participants, while post-class tabulation allows the presenter to determine his effectiveness in reaching participants.

Walgreens' One Touch network includes 180 interactive touchpads installed at 14 remote classroom locations. The savings in travel costs and lost productivity are expected to be significant. While current courses are focused on keeping store managers up-to-date on policies and procedures, content can be delivered to any targeted employee group in the store or regional office population, from health and safety issues to specific product merchandizing.

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> multiple needs. one solution.

### Increasing the capacity to communicate

Like many large organizations, Walgreens wisely armed itself with an economical means of providing not only high-quality training to thousands of employees, but additional corporate communications alternatives with one efficient and versatile solution. By using its e-Learning network for training, logistics meetings, and company-wide “town hall” meetings, Walgreens is maximizing the return on its distance learning investment.

“Clearly One Touch is the superior product for the way Walgreens operates,” commented Harnish. “Although our first phase using the One Touch solution involved traditional interactive distance learning, what people have really responded to is its use for what I term ‘interactive

distance decision making’.”

The Walgreens meetings and media group manages a series of town hall-type, collaborative meetings, in which employees can participate in group-thinking sessions. Initially targeting district managers located throughout the country, these weekly decision-making sessions are hosted by various executive vice presidents.

A planned third implementation extends this interactive distance decision-making model to streamline the current stand-up management-training program, an application that traditionally has been thought to require face-to-face interaction. Using the One Touch interactive solution, Walgreens will deliver the same level of interactivity while avoiding the expense of flying upper management to one central location.

Visit the One Touch Web site  
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