



“ The popularity and positive feedback from employees about POOLCORP’s Skillsoft-powered learning and development opportunities are extremely rewarding and are helping establish POOLCORP as an employer of choice. ”

Ryan Noell, EDGEducation Production Manager, POOLCORP

BUSINESS CHALLENGE

With more than 4,500 employees, 120,000+ wholesale customers and over 350 locations worldwide, POOLCORP is the largest wholesale distributor of swimming pool supplies, equipment with an additional focus on irrigation, outdoor living and landscape products.

POOLCORP wanted to replace its current training method with an efficient, cost-effective program that provides development opportunities to employees where and when they have the time.

The decentralized company required an innovative approach to engaging employees with leadership development, succession planning and performance management.

HOW SKILLSOFT® HELPED

In 2007, the POOLCORP education team launched EDGEducationSite, a password-protected professional website with a consumer-friendly experience that employees can access from work, home and mobile devices. The site is personalized for each user and features online learning, instructor-led classes and resources such as career opportunity videos to encourage employee engagement.

POOLCORP populated EDGEducationSite with content from Skillsoft’s Business Skills and Management, Leadership and Compliance portfolios. The curricula offer diverse modalities such as courses and scenario-based videos aligned with each employee’s job.

KEY METRICS

3K+

3,281 unique users

70%

70% user participation rate

35.5%

35.5% new visitors

64.5%

64.5% returning visitors



Employees offered rave reviews and support about EDGEducationSite

ABOUT POOLCORP

POOLCORP is the world’s leading independent distributor of swimming pool supplies, with an additional focus on irrigation, equipment, outdoor living and landscape products. Their inventory includes a diverse range of products, from construction materials, replacement parts and fencing to pool care products and spas. POOLCORP focuses on exceptional value and is dedicated to promoting growth for their customer’s businesses, expanding opportunities for their employees and increasing returns for their shareholders. POOLCORP strives to locate products at the lowest possible cost while maximizing supply logistics to deliver the best value to their customers.

