



How adidas Saved 30,000 Training Hours and Cut Time to Proficiency for New Hires by 27%

TIME TO VALUE

3 Months

NUMBER OF USERS

2,500

REGION

Global

Goal

Build a standardized, engaging onboarding experience for consumer service agents across 20+ countries, replacing a fragmented, vendor-dependent model with a centralized, brand-consistent program.

Challenge

adidas manages consumer services for its global e-commerce platforms through third-party vendors. With no centralized learning repository and no standardized onboarding process, every vendor ran its own program. Quality and consistency varied by vendor and by trainer.

New hires spent up to three weeks in classroom-style training followed by six weeks of nesting, with minimal hands-on practice and little connection to their team leads or to the adidas brand during those critical early weeks.

Solution

adidas partnered with Central to replace a fragmented setup with a unified, brand-driven learning experience. The team built a "Learn, Observe, Practice" onboarding model:

- Microlearning modules delivered through Central for foundational knowledge
- Observation sessions with experienced team members
- Structured practice with real-time feedback

Trainers shifted from instructors to facilitators, giving sessions the space to go deeper into content. Kudos and badges built into the platform were designed around adidas brand values, giving outsourced agents a direct, consistent connection to the brand they represented regardless of which vendor employed them. Central also gave team leaders clear visibility into content consumption, engagement, and impact on performance.

Results

27%

faster time to proficiency

33%

reduction in onboarding time

\$215k+

in annual savings

“Central has transformed how our rookies consume training content and how trainers train. We're enabling new hires to connect immediately with their team leads, sit with their teams, and feel at home, rather than isolating them during those critical first weeks of training.”

A. Wood, Director of Learning & Development, Global Consumer Services