



CASE STUDY DATART INTERNATIONAL, A.S.

CUSTOMER PROFILE

DATART International, a.s. is a leading retail seller specializing in consumer electronics. The company was founded in 1990 in Prague. Currently, it is among the largest and most significant sellers of products and accessories in the fields of audio, home appliances, photography, PCs, telecommunications, and office technology in the Czech Republic and Slovakia.

Its retail chain consists of a total of 43 stores, with 31 located in the Czech Republic and 12 in Slovakia. Approximately 1,200 employees manage operations from the company's own distribution center and retail outlets, covering a total sales area of about 25,000 m².

NEEDS

One of DATART's key goals is to continuously strengthen its market position and acquire new customers by expanding its sales and service network. To achieve this, it is essential to provide high-quality training for all employees through e-learning courses as well as in-person training. E-learning enables quick adaptation to changes in product assortments and facilitates the rapid and effective sharing of necessary information with employees. It also allows for knowledge testing via electronic assessments, enabling efficient responses based on the received feedback.

The IT system DATART sought to meet these needs had to support the development of custom, primarily product-focused, e-learning courses and tests, while also fulfilling requirements for efficient planning and organization of classroom training. The emphasis in selecting the right system was on easy accessibility, ensuring employees could quickly find all necessary information.

ELEARNING

For further collaboration in learning management, DATART's management chose Kontis s.r.o. and its iTutor product. Configured with the Student, Lector, Administrator, Tester, Messenger, Reporter, Catalog, and CDS modules, iTutor precisely met the company's requirements for developing in-house courses and tests as well as tracking the approval and registration processes for classroom-based training. This provided HR with a highly effective tool for distributing information to employees and gathering feedback.

To ensure that the current organizational structure was always available in the iTutor LMS, a custom application was developed to synchronize data between the HR system and iTutor. An integral part of the implementation was the Messenger module, which handles the automatic sending of emails with updates about the LMS, and the Reporter module, which allows users to create custom report templates using all data in the system and to print or export reports as needed. Managers can thus access information, for example, about their subordinates' qualifications or the financial aspects of training, while administrators can monitor system usage data,

numbers of connections, and more.

A necessary condition during implementation was to customize the entire iTutor system design so that it fully matched the company's corporate graphic standards.

CUSTOMER STATEMENT

„LMS iTutor has brought a new direction to learning management in our company. The e-learning courses have significantly improved our employees' knowledge, which is absolutely essential for maintaining our market position. Collaboration with Kontis s.r.o. has been — and continues to be — flawless, confirming we chose the right supplier. Kontis staff always address our needs quickly and impeccably so that we always have a top-class tool for managing learning at our disposal.,,

Lucie Grusová, Internal Communications Manager