



THE One engages—and retains—employees with a focus on passion and progress



Founded in the UAE by Thomas Lundgren in 1996, THE One Total Home Experience is a unique furniture retailer, and one of the few home-grown retail companies in the Middle East, boasting 550 employees, 26 stores, boutiques and a bistro restaurant.

THE One may be in the home fashion business but with a commitment to “Changing the World Together” their focus is on the emotional experience that retail can elicit by reimagining stores as theatres where great dramas can play out and made distinctive by the sights, smells, sounds and passion each associate brings to the stage.

“We sell feelings,” says Lundgren. “It’s less important what our customers see or buy in our stores, it’s what they feel. To shop at THE One should always be an experience. The focus of the company has been to develop internal processes and routines to help our staff achieve this.”

The company has built a high-performance organization driven by four core values—love, live, dare and believe—and they put

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Thomas Lundgren,
Founder and CEO, THE One

them into practice by connecting with local communities, intentional hiring practices that includes candidates who are differently abled and offering education opportunities, so staff feel valued, informed and ready to confidently deliver exceptional customer service.

“What sets us apart from our competitors is the clarity and transparency of our direction,” Lundgren says. “Everyone in our company from the junior service positions up to the executive team knows exactly what is expected of them and where we as a company are headed together.”

THE One is committed to providing employees with the personalized tools and resources they need to do their jobs, tailored to their individual learning path and skill level so everyone feels able to show up at work as their authentic self. And the impressive number of long-term employees and Great Place To Work honors this year alone paints a clear picture of company-wide loyalty, pride and satisfaction.



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Gassing up with bite-sized bursts of Brainfuel

The company has a very clear talent development structure for its staff with plans for future growth. Lundgren explains: “Our training strategy focuses on expanding and retaining internal expertise, providing employees with the tools they need to be creative in the workplace without fear of failure or repercussion.”

To support this continuous skill development, THE One relies on several on-the-job training resources, including rolling out their Axonify-powered training solution in August 2021. Internally renamed Brainfuel, the app covers more than 75 topics ranging from selling skills to product knowledge, health and safety to customer service. It allows everyone to complete personalized, daily bite-sized training programs, gain confidence through learning, games and competitions and be recognized and rewarded for knowledge and job skills. Every employee competes in fun leaderboards, both individually and as part of a team, against other stores or business units. As an empathetic leader, one of Lundgren’s priorities is to connect and engage with all employees and Brainfuel is the place where everyone can read the CEO’s weekly letters.



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Greater employee knowledge + confidence = better customer experience

While daily training in the app instills confidence in THE One's team, managers can review a wide array of internal metrics to drive the training and development path of each staff member to help them reach their goals. In this way, individuals who may have struggled with a particular task can receive targeted coaching and excellence in training can be rewarded through performance reviews and promotion plans. In the 12 months since implementing Brainfuel, knowledge growth overall at THE One has increased from **66% to an amazing 90%**.

"The return on investment has been amazing, resulting in the delivery of faster-paced training, the ability to give quicker updates and an additional resource for on-the-pulse communication," says Lundgren. Engagement on Brainfuel led more people to share their ideas and employees can see how those same ideas have influenced not only their own team or business unit, but the whole company.

Lundgren summarizes the results: "We continue to see fantastic growth in our in-store conversion rates and overall customer satisfaction."

Investing in Axonify as a training tool for staff during the pandemic turned out to be the right one for the company. And their ability to quickly adapt to safeguard the health, wellbeing and success of employees helped them achieve their goal of not letting any staff go during that turbulent time. Now, THE One teams are stronger and closer than ever before.

"We take pride in training our staff well and provide them with all the tools they need to perform and add meaning to their daily job, recognise and reward performance and celebrate wins!" Lundgren enthuses. "It takes a dream to create a vision and it takes people to turn dreams into reality. It's all about people."

12 months post-launch, at a glance:



98%

Engagement rate



29,863

Daily sessions completed, including 88,376 extra training sessions



830

Training days = time spent on the app



10%

Increase in conversion rates (by the 6-month mark)