



Case Study: Ambar

How Blossom Helped Ambar to Streamline Training and Ensure Regulatory Compliance

The team at Ambar relied on manual processes to communicate and train their workforce. Disconnected systems made education and training a chore. Since most training was completed using mobile devices, the team wanted a solution that enabled employees to upskill at a time and place that suited them. Through Blossom, Ambar was able to streamline and simplify its entire learning and development process. As a result, the company can demonstrate compliance with regulatory authorities and make learning more enjoyable.

About Ambar:

Founded in the 1960s by farmers, Ambar has the biggest and most advanced feed mill in Israel and adheres to the world's highest quality standards. Renowned for its commitment to innovation, the company continually introduces new technologies.

With a primarily older workforce of around 300 working remotely, Ambar is committed to advanced solutions, excellent service, and conserving the environment and public health.

CHALLENGES:

The animal feed industry has stringent regulatory requirements. The team struggled to track and monitor staff training, performance, and compliance. A lack of standardisation made it difficult to consistently adhere to regulations and maintain quality standards across all operations.

Disjointed and manual processes made staff training and HR processes, like employee performance management, more difficult, resulting in inconsistent employee training records that were unfit for purpose.

The Ambar team explored other Learning Experience Platform (LXP) providers, which required additional charges for essential features. However, Blossom offered these features as part of the package, along with the flexibility to customise according to their specific needs.

PROBLEMS SOLVED:

- Ambar now has an efficient and uniformed way of tracking and monitoring all employee education and training
- Communication between managers and employees has improved. With easy-to-use portals, all users can find information at their fingertips without having to search through pages of content
- Given Ambar's older employee demographic, training can be challenging due to limited IT skills. However, Blossom's intuitive interface caters to a diverse range of employee needs, facilitating smoother training experiences

KEY TAKEAWAYS:

- Transformed the entire learning experience by digitising training and upskilling mostly deskless employees
- Streamlined workflows and improved communication—all from one centralised platform
- Reduced the time taken to achieve regulatory compliance. Blossom has enabled Ambar to meet regulatory requirements and chase up any outstanding compliance training quickly and efficiently.
- Accessible portals and engaging educational programmes have made the learning experience rewarding, motivating other employees to actively pursue new learning opportunities.

"We have a lot of regulations in Ambar, and employees need to work alone, read, and sign papers to make sure they understand them. With Blossom, we can demonstrate compliance with regulatory authorities through robust reporting features."

Meital Cohen, Manger of Training and Organizational Development, Ambar