

Gems Group uses Litmos with Salesforce to save resources by standardizing



[Gems Group](#) is a lifestyle company in the business of creating demand for fresh flowers in everyday life. The company exists to inspire the why and when Americans purchase flowers. Gems specializes in the supermarket channel and partners with leading retailers throughout North America.

Industry
[Retail](#)

Solution
[Employee Training](#)

The Challenge

Gems is a small, yet complex business and is experiencing rapid growth. The company has important relationships with retailers across North America.

In order to manage this growth, Gems Group needed a way to improve its training process for employees at offices, facilities and out in the field nationwide. Gems already used Salesforce for coordinating tasks and handling distribution, so the company wanted an easy way to integrate learning into this part of the business. This would allow the company's employees to be more efficient and reduce the possibility of costly operations mistakes.

The Solution

After discussing the challenges with one of Litmos's Salesforce integration experts, Gems Group chose Litmos because of its user-friendly interface and the ability to simply add a tab in Salesforce to get direct access to Litmos courses and integrated reporting.

Since launching Litmos in Salesforce, the company has saved time, resources and money by reducing the possibility of costly errors. Errors can cost the company to to \$15,000 to \$30,000 so establishing a process that all employees followed was absolutely crucial.

The Results

“Gems Group is more of lifestyle marketing company that creates brands for floral category growth...and **Litmos’s integration with Salesforce is helping eliminate bottlenecks** and get more standardized to move this process forward.”

- Alex Ledesma,
Director of Technology,
Gems Group



Cost Savings

With Litmos, the company has identified significant time savings, and cost savings of up to \$30,000 by reducing errors.



Time Savings

Total time-to-deployment, including uploading content, learners, and the integration with Salesforce took less than one week.