

Best Practices Case Study: Super J Supermarkets

Since 2004, Super J Supermarkets of St. Lucia has used web-based training in addition to other forms of training such as on-the-job training, coaching, and classroom training to create a blended program.

Super J requires new associates to be certified by a web-based course related to their position prior to starting at the store. Current research suggests web-based training helps to communicate and reinforce knowledge more effectively, and improves associate satisfaction and performance.

According to Charmaine Nickson, Training Manager at Super J, the blended learning approach has improved store operations, including customer service. Nickson also has noticed training has helped reverse the negative image of the industry, as more associates view food retailing as a career and have been inquiring about advancement opportunities.

In 2008, the IGA Coca-Cola Institute recognized [ten Super J associates](#) as part of the top fifty students of web-based courses. The ranking of the top fifty were based on the number of completed courses. [Three Super J stores](#) were also recognized as part of the top thirty stores as having the most completions in 2007.

The Institute provided the top students a certificate and a polo shirt, which was presented at a Super J awards ceremony. Super J also awarded the top stores with plaques in addition to the certificate and the polo shirt.

Super J announced the news in a [press release](#) and on [television announcement](#).

Super J Supermarkets, Saint Lucia's largest supermarket chain, was launched in 2005, shortly after two local supermarket companies, J.Q. Charles and Julian's merged to become Consolidated Food Limited in 2004. Currently, there are eight Super J Supermarkets located throughout Saint Lucia, in addition to five franchise stores located throughout the island.