



MobieTrain
Change Behaviour. Boost Performance.

CUSTOMER STORY

Pink Gellac's story: How to Elevate Retail Training & Customer Experience

In collaboration with



Case Study: Pink Gellac

The Challenge

As many retail brands grow **from digital-first to multi-store operations, delivering a consistent and personal customer experience becomes harder with every new location.** Pink Gellac faced this exact challenge as it expanded from an online brand to physical Colour Boutiques across the Netherlands, Belgium, and France.

At the same time, store teams needed to stay constantly up to date on product knowledge, while **new employees had to be onboarded quickly** and confidently to keep pace with growth, **without slowing down day-to-day operations.**





“With the expansion of our stores and our team, we had to find a way to ensure that our brand message and customer experience remained consistent, across all locations”.

Thera Strietman, CEO, Pink Gellac



The Brand

Who is Pink Gellac?

Pink Gellac is a leading Dutch beauty brand, founded in 2013, offering salon-quality gel nails for at-home use. **With 100+ employees and 17 stores** across **3 countries**, the brand continues to grow, driven by a passion for quality, service, and style.

"Thanks to our partnership with MobieTrain, we have significantly improved communication and service in-store".

Thera Strietman, CEO Pink Gellac

The Solution

Smarter retail team training

As many retail brands scale, **keeping teams informed and aligned without adding complexity becomes a real challenge.** Pink Gellac faced this as it continued to grow, leading them to explore **digital training solutions** that could deliver knowledge continuously and efficiently.

They needed a **central place for training and onboarding**, where teams across all locations could easily **access the latest information** and **get ready for the shop floor at any time.**





“The choice for MobieTrain is based on several considerations, including consistent training, increased engagement, and efficient communication”.

Thera Strietman, CEO, Pink Gellac



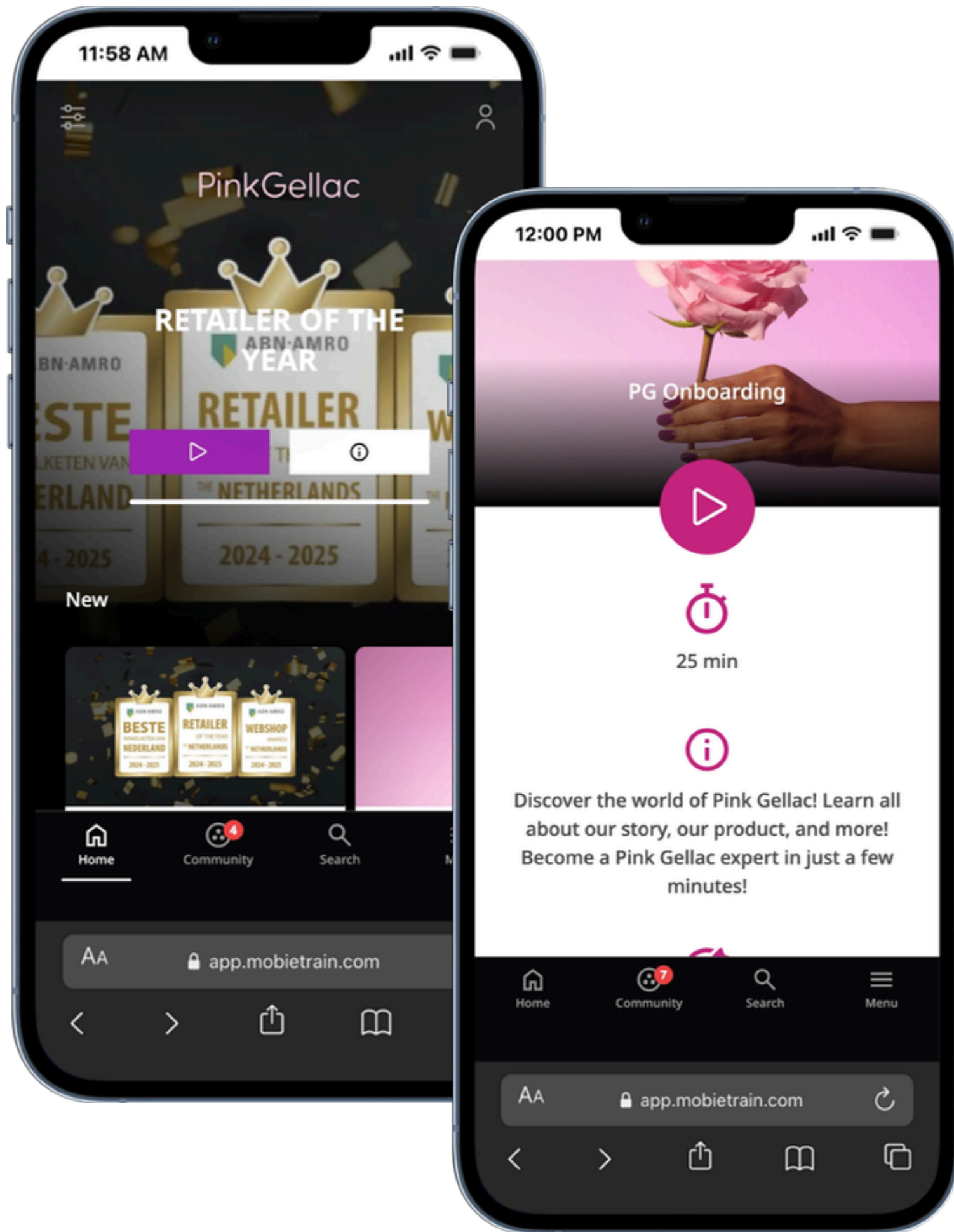
MobieTrain

A simple way to train retail staff

As Pink Gellac continued to grow, it needed a **simple way to keep store teams aligned and confident**. They found that solution in MobieTrain, a mobile-first training platform built for retail teams.

Managers could easily update and **share training across all stores**, ensuring employees always had **access to the latest product knowledge**.

This helped Pink Gellac **move beyond one-off training** and **build a culture of continuous learning across locations**.



Data

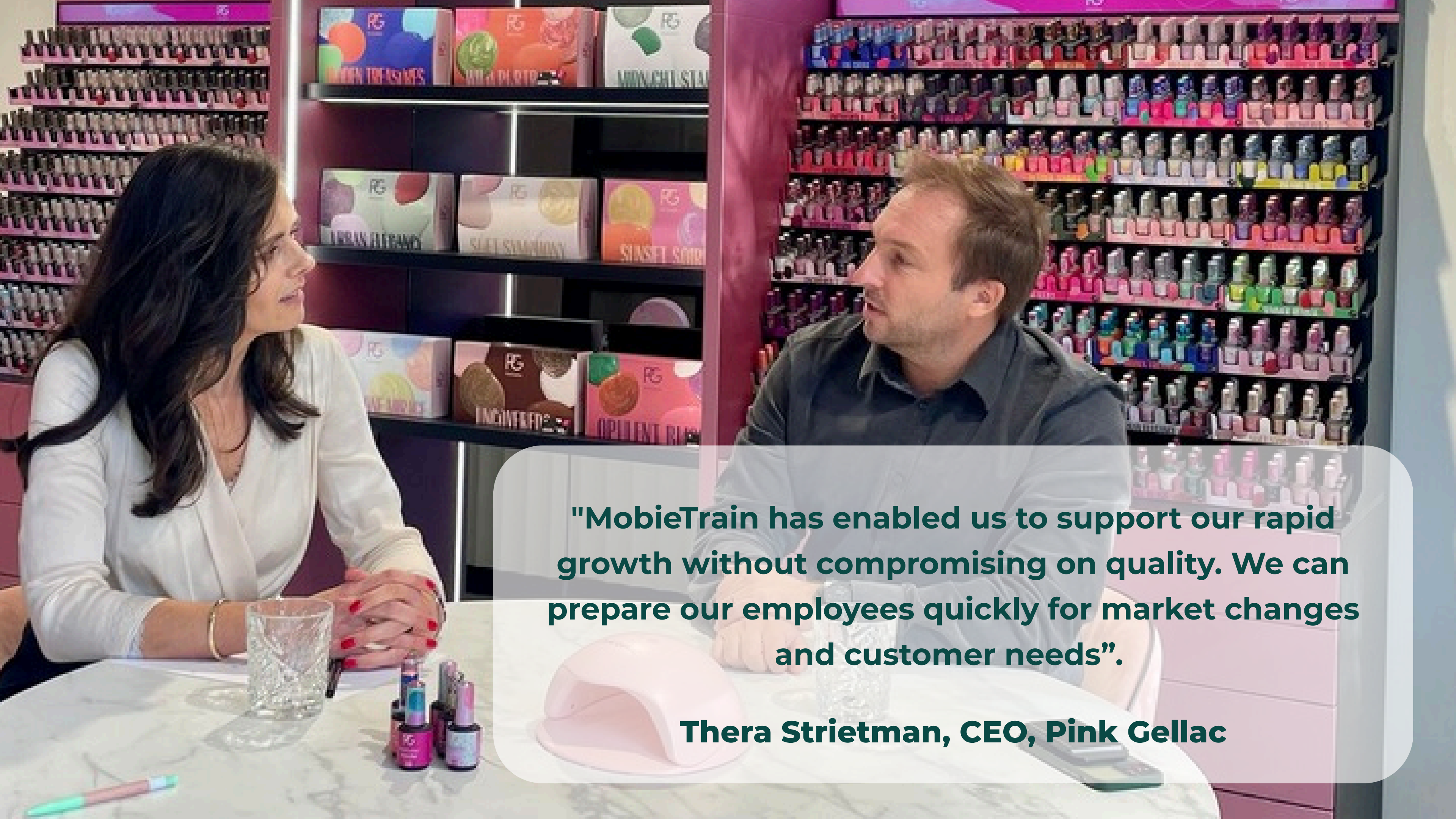
Tangible Results

The results speak for themselves: Pink Gellac now has **108 registered users**, with **99% actively engaged**, **4,696 training tracks completed**, and an **average score of 4.8**.

Employees are completing training more consistently, accessing content on the go, and staying informed about products and processes, **ensuring every customer interaction is expert and personalised**.

"Thanks to MobieTrain, we can train our staff quickly in all our stores, regardless of their location".

Thera Strietman, CEO Pink Gellac



"MobieTrain has enabled us to support our rapid growth without compromising on quality. We can prepare our employees quickly for market changes and customer needs".

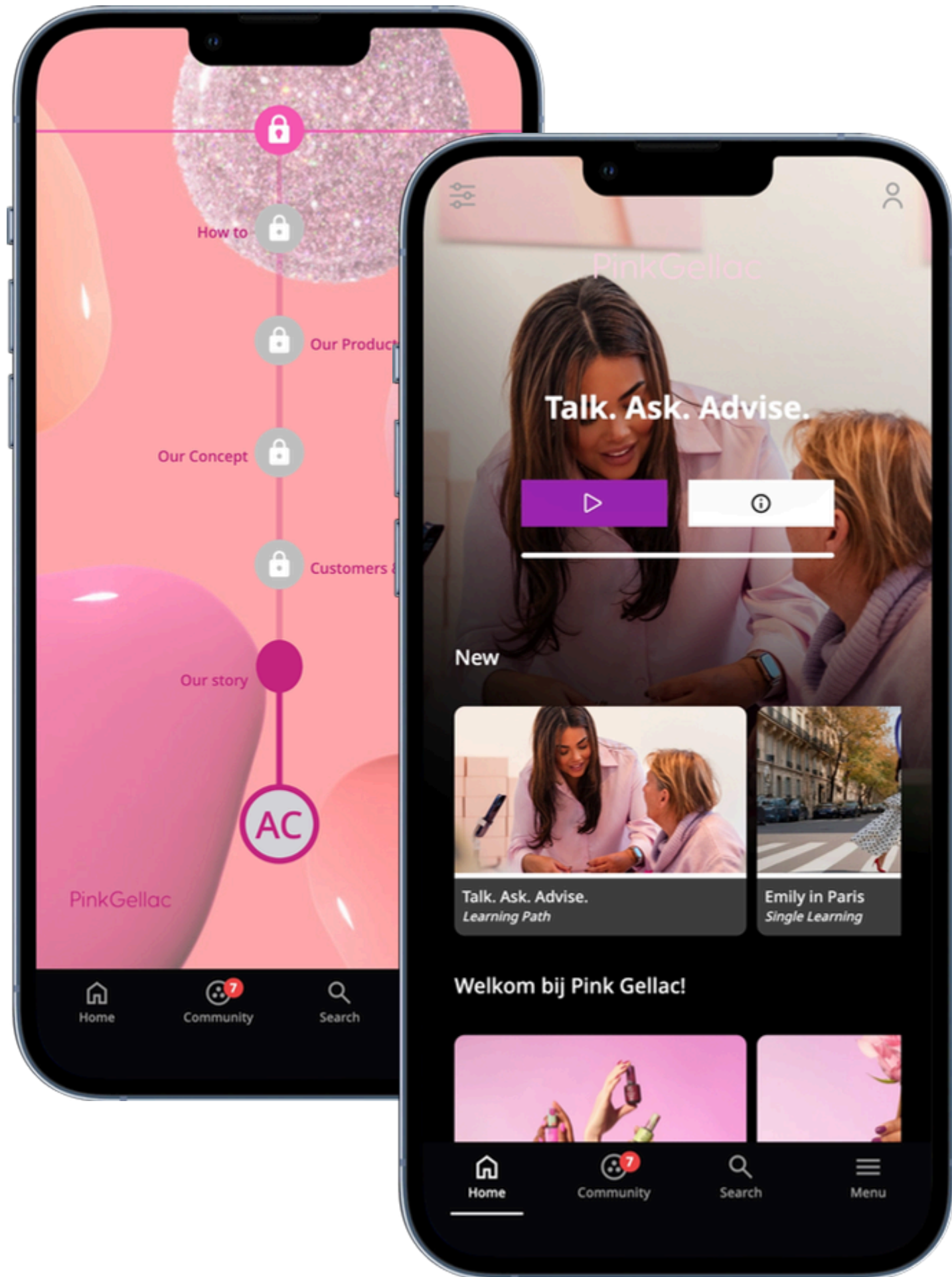
Thera Strietman, CEO, Pink Gellac

Case Study: Pink Gellac

Measurable impact on people and performance

Thanks to MobieTrain, Pink Gellac has seen **tangible results**. Employees are now more engaged, completing their retail training efficiently and consistently.

Customers benefit from a **higher-quality, personalised service**, and the brand maintains cohesive representation across all stores and online channels. The combination of **accessible training and a motivated workforce** has elevated Pink Gellac's performance, even during rapid expansion.



Benefits and Results

Employee Engagement and

Motivation

To **boost engagement, motivation, and internal brand culture**, Pink Gellac introduced a fun and competitive learning environment across its stores.

As part of this initiative, the team visited the Rotterdam store to present the **“Best Performing” award**, recognising the employees with the highest engagement and training participation.

This approach helped **strengthen motivation, team pride, and a positive learning culture** in-store.



Takeaways

Lessons from Pink Gellac

Mobile learning empowers teams to stay informed and confident, delivering a **personalised experience to every customer.**

By partnering with MobieTrain, Pink Gellac successfully scaled its training and onboarding while maintaining high standards of service.

Investing in digital training doesn't just improve internal processes, it **strengthens the customer experience, employee engagement, and overall brand performance.**



Inspired by Pink Gellac's story?

See how leading retail brands keep teams engaged, informed and ready to perform.

[LET'S TALK!](#)

