

RizkMcCay improve trainee retention for Boots Pharmacy Learning & Development, in the UK and Republic of Ireland

Since 2003, RizkMcCay has enjoyed a fruitful partnership with Boots, built on not only the effective design solutions we produce, but also on the high level of strategic input we provide. Nothing demonstrates this better than our participation in the Boots Pharmacy Learning & Development programme.

Before our involvement, Boots' training collateral failed to meet the needs of a diverse range of learners, with little commonality of style or quality. RizkMcCay's approach was to create a consistent brand design with distinct personalities for each training audience.

The results were emphatic. Jane Blackburn, Head of Learning & Development-Design, gave the view from Boots: ***"Branding was vital in the delivery and became the visual and physical representation of our mapped out strategy for recruitment, retention and development. In the first two year period Undergraduate turnover/attrition had reduced by 50%."***

Another result is that after delivering 5 years of continual success, RizkMcCay is now working on a number of major Boots Stores Learning & Development projects.

RizkMcCay is a dynamic and rapidly growing design agency. We work with national and international names from our Nottingham base. Our clients represent a diverse range of products, services and industries, and operate in both the private and the public sectors.



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Should you wish further information on this news item or would like to discuss how RizkMcCay could help your business, it would be great to talk.

DESIGN ADVERTISING BRANDING

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