

Absorbie 2025 **winner**

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**Fresh
& Save**
Food Warehouse

Customer story



Industry

Grocery retail

Use case

Employee onboarding,
Compliance training, Frontline
training, Employee upskilling

Solution

[Absorb LMS](#), [Absorb Analyze](#),
[Absorb Create](#), [Absorb Amplify](#)

Challenge

- Rapidly expanding geography and workforce
- Fragmented and inconsistent manual training
- Unique retail grocery engagement challenges

Solution

- Absorb-powered learning platform with advanced features
- Custom-built API and structure hierarchy for seamless integration
- Blend of bespoke and curated Absorb Amplify Max content

Results

- Improved engagement and satisfaction
- 100% digital tracking of compliance and completions
- Reduced administrative workload
- Culture shift: learning embedded into operations

Summary

To support its rapid expansion, Aussie grocer Fresh & Save Food Warehouse developed a flexible, comprehensive new learning platform inspired by its bold culture and cheeky mascot Bill Small. Built on Absorb LMS and its advanced features, the new solution for onboarding, compliance, and safety has accelerated training, increased engagement, and built the foundation for a fresh learning culture.



Lisa Osborne

Head of Learning & Development

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Within 12 months, Ducky Dux transformed our entire learning approach. Absorb enabled us to launch a branded, digital-first learning ecosystem tailored for the fast-paced, high-turnover retail supermarket environment – and it's changed everything.



Aussie-owned supermarket chain Fresh & Save turns to Absorb to power custom learning platform for faster onboarding & compliance

Queensland, Australia-based supermarket chain [Fresh & Save Food Warehouse](#) is known for offering high-quality groceries, low prices, and a certain daring duck.

Founded in Maryborough in 2017, Fresh & Save has steadily expanded, opening stores across the country focused on bulk buying and offering locally sourced products, as well as in-store bakeries and butcheries. The company continues to grow at pace, with a tenth store opening soon.

Proud of its Aussie-owned heritage and commitment, the company's downy mascot, Bill Small, reflects its goal of taking on what many consider the nation's grocery duopoly: Coles and Woolworths. As his name suggests, Fresh & Save's duck-billed brand ambassador symbolizes the company's mission to shrink grocery bills through "ducking great deals."

Moving from **fragmented and inconsistent** onboard training...

Operating without corporate overhead, the independent, family-owned company differentiates itself through **community engagement and a customer-first philosophy**. This approach has earned the company praise for its competitive pricing, friendly staff, and positive impact on local economies.

The company's rapid growth — **from 600 to 800 employees in just six months** — combined with its national footprint, made training a challenge. With nine stores and a central headquarters across different states, training had become fragmented and inconsistent.

The company needed a **scalable retail onboarding and compliance framework** and wanted to lay a foundation for a more **engaging and relevant learning culture** that reflected its distinct brand identity.

Its existing training program was manual, paper-based, and on-the-job, lacking digital tracking, records, and the ability to scale. New employees received a three-hour face-to-face onboarding delivered in-store, followed by five hours of online training through a legacy Learning Management System (LMS) designed and branded for another business.

"Our LMS delivered a few compliance courses but took up too many hours and didn't fit our structure, audience, brand identity or goals," says Lisa Osborne, the company's Head of Learning and Development.

Most of the staff the company needed to train and onboard were frontline retail assistants. Fresh & Save needed a training program that was **accessible, consistent, and engaging for workers** with limited access to devices during work hours.

The company recognized the need for a **more scalable, flexible digital onboarding experience** to match the pace of retail work. It also aimed to address the unique engagement challenges in supermarket retail: high turnover, operational urgency, shifting schedules, and a multi-generational workforce.

“Our goal was to tailor learning experiences to resonate with frontline staff, many of whom are new to the workforce, while still supporting experienced managers and career grocers by delivering valuable outcomes,” Osborne says.

Fresh & Save envisioned a program that went beyond content delivery. This would be achieved through a culture shift that resulted in greater course completions and by cultivating store-level learning and development advocates.

“We set out to establish a clear, organization-wide incentive and accountability structure for training completion,” Osborne says. “This was a shift away from a system where training only occurred on an ad-hoc basis, if prioritized by the manager, to one where performance was visible, consistent, and rewarded.”



...To just ducky: a **scalable, flexible, comprehensive** learning environment

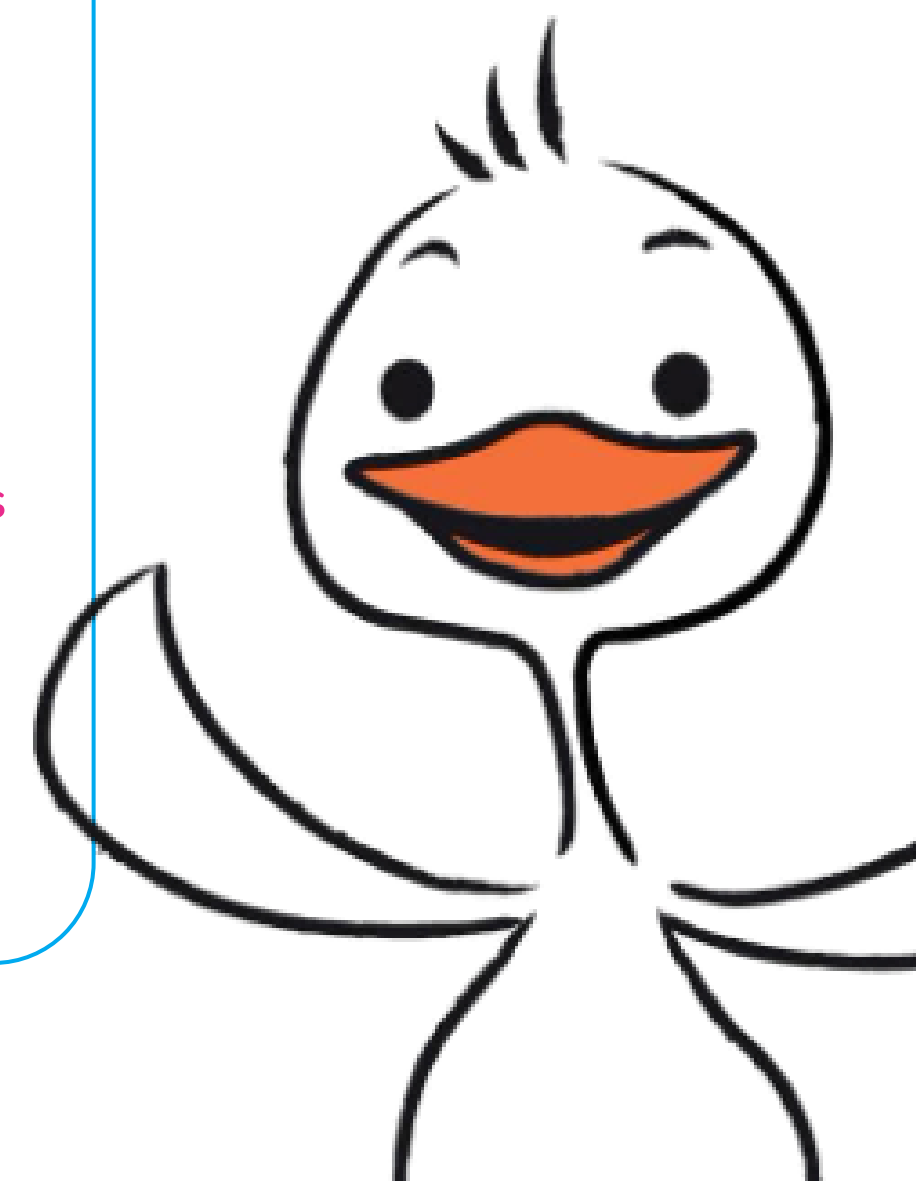
Osborne developed a comprehensive two-year-long roadmap and organizational training matrix, during which she investigated and trialed the leading LMS platforms.

To ensure Fresh & Save met its goals of **better engaging employees and achieving a culture shift**, Osborne conducted a thorough in-person store tour and detailed needs analysis.

The company selected Absorb LMS to deliver and manage training across the organization. The solution was chosen based on its **scalability, content flexibility, and, importantly, branding capabilities**

In addition to the core LMS platform, the team implemented Absorb Analyze, Absorb Create, and Absorb Amplify Max.

The new platform is designed from the ground up to meet Fresh & Save's distinct needs. For instance, only Australian content is accessed from Amplify Max, reducing licensing costs while ensuring relevance to its specific legislative requirements. This material is **strategically blended with bespoke training modules** tailored to Fresh & Save's operations and culture — many developed or made more engaging using Absorb Create. To support completions and compliance tracking, the company relies on **custom reporting** from Absorb Analyze.

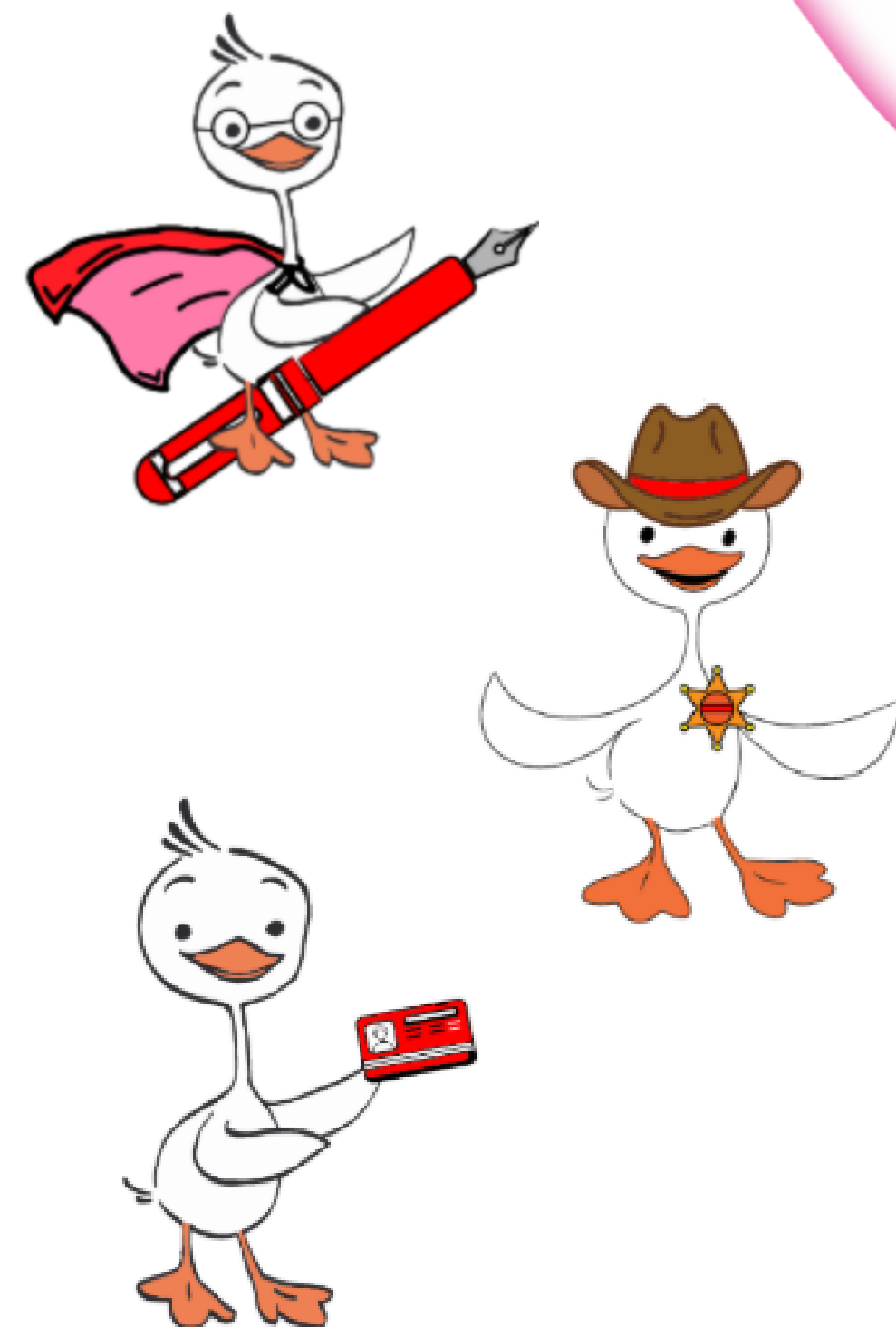


The company's new Absorb-powered learning platform, Ducky Dux Learning, was rolled out in two stages, starting with an **organization-wide compliance** refresher to ensure consistency across all staff. This was then followed by a new 30-day onboarding process that introduced **role-specific learning tracks** for departments such as management, meat, and baked goods.

Keeping with the company's culture and to encourage engagement, Fresh & Save incorporates **gamified learning and incentive schemes** into its branded learning environment, affectionately known as "The Duck Pond,." The experience blends fun with function — from rebranding workplace standards as "The Duck Code" to awarding "quacky," custom-designed badges like "To-Bacco or Not To-Bacco" (for tobacco law training) and "The Quill of Compliance" (for completing policy acknowledgements).

To automate processes and enable seamless data flow, Fresh & Save integrated the new learning platform with its existing BuRPS (Budgeting, Rostering, Payroll System) grocer-specific workforce management system using a custom-built API and hierarchy structure.

"Within 12 months, Ducky Dux has changed everything," Osborne says. "Thanks to Absorb, we've ushered in a branded, digital-first learning ecosystem designed for a fast-paced, high-turnover retail supermarket environment."



Soaring to new heights of engagement and learning performance

Unlike the often-awkward take-off of its waterfowl-inspired hero character, Fresh & Save's new learning program took off with confidence and surprising grace.

The new program has significantly improved the company's onboarding with an astounding **92%** of new employees reporting confidence and readiness, and an **overall satisfaction score of 8.82**. "We received a nearly 9 out of 10 overall satisfaction score from the full rollout — well above our stretch goal of 7," Osborne notes with pride.

The new program has achieved several remarkable successes, including:

Strong feedback around the soft launch and new onboarding experience (9.08/10 and 9.1/10) highlighting the program's **impact and relevance**.

Accelerated onboarding time with improved confidence - critical during rapid expansion.

Initially tech-resistant butchery team completed **100%** of courses within the first week of launch.

Record completion rates of **81%** across the company within only six weeks, with over **95%** during the pilot, despite being a peak training period.



The in-house developed API data integration, hierarchy structure, and Absorb Analyze have provided accurate reporting by store and role, previously non-existent. “Managers are reporting **increased confidence in compliance tracking and reduced admin burden**,” Osborne says. She adds that the new learning solution has **significantly reduced the time spent chasing paper records and confirming training completions**.

At the end of the day, learners have gravitated heavily to Fresh & Save’s custom eLearning content, such as “The FRESH Way to Customer Happiness,” consistently rating it high. This has avoided the need to hire external trainers or content developers, helped transition ownership of training from HR to L&D, and laid a solid foundation for a **results-driven, long-term cultural change**.

“We’ve created amazing momentum for further training investment and learning culture-building,” Osborne says. “The groundwork is laid for **linking training to KPIs** and embedding learning into daily operations —fostering a culture of **learning and operational excellence**.”

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**Empowering learners to enrich their
lives, workplaces and communities.**

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