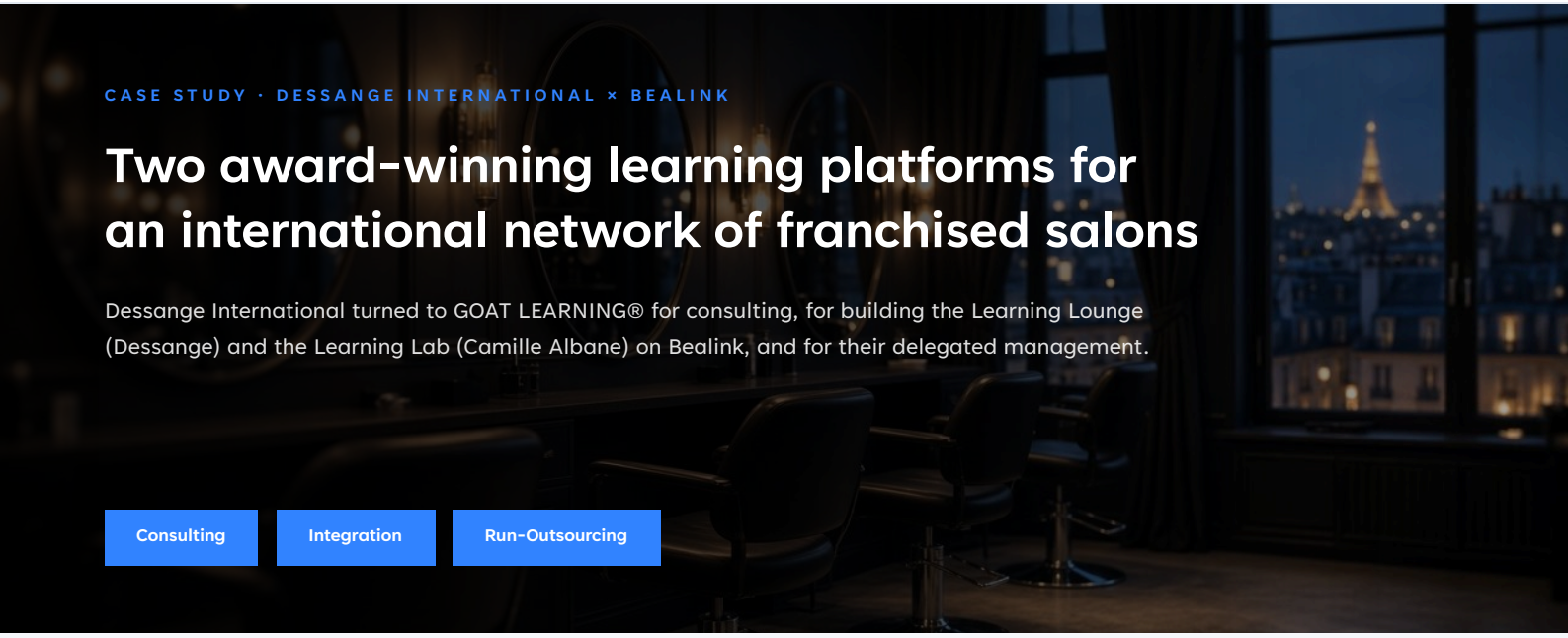


CASE STUDY · DESSANGE INTERNATIONAL × BEALINK

# Two award-winning learning platforms for an international network of franchised salons

Dessange International turned to GOAT LEARNING® for consulting, for building the Learning Lounge (Dessange) and the Learning Lab (Camille Albane) on Bealink, and for their delegated management.

**Consulting** | **Integration** | **Run-Outsourcing**

| CLIENT | SECTOR | ECOSYSTEM | SCOPE | TIMELINE |
|---|---|---|---|---|
| Dessange International group | Hair and beauty, franchise network | Bealink (LXP), Edflex content curation | Franchisees, their staff and group employees | Consulting, then launch of both platforms, delegated management |

## Context

Dessange International brings together the salon brands Dessange, Camille Albane and Fantastic Sams (United States), the haircare brand Phytodess and the professional distributor Coiff'Idis, around a franchised salon network in 35 countries. The group wanted a digital learning offering for franchisees and their staff worldwide, as well as for group employees, with sustainability at the heart of the experience: responsible luxury, eco-responsibility and inclusion.

## Challenge

Most learners work on the salon floor as hairdressers, makeup artists and hosts. Training had to be mobile, multilingual and engaging, and it had to fit two brands with distinct identities. The group also wanted to move on from its legacy learning setup without disrupting the network.

## What we did

GOAT LEARNING® led the project from consulting to platform engagement, with Bealink for the LXP and Edflex for content curation.

1. **Consulting.** Review of the existing training offering, benchmarking, learning strategy and target architecture, then a transition plan.
2. **Two platforms, two brands.** We built the Learning Lounge for Dessange and the Learning Lab for Camille Albane on the Bealink platform, enhanced with Edflex content curation.
3. **Designed for frontline staff.** Mobile learning, gamification, collaborative playlists and six languages, with highlights such as the Cannes Film Festival to anchor learning in salon life.
4. **Delegated management.** Since launch, GOAT LEARNING® has provided delegated management of both platforms in the Run phase: content, campaigns, reporting, steering committees, challenges, and digital or on-site events.

### KEY FIGURES

**5,000**

users across both platforms

**x2**

Learning Lounge usage and satisfaction rates within six months

**Gold**

Learning Impact Awards 2025, Societal & Environmental Impact category

### PLATFORM PARTNERS

Bealink (LXP) and Edflex (content curation) are GOAT LEARNING® partners.

RESULTS

# What the Learning Lounge delivered

LEARNING LOUNGE, RESULTS PUBLISHED BY EDFLEX (LEARNING IMPACT AWARDS 2025)

**x2**
usage rate, within six months

**x2**
satisfaction rate, within six months

**4,600+**
content ratings from learners

**3h38**
average learning time per person

THE PROGRAM

**2**
platforms: Learning Lounge (Dessange) and Learning Lab (Camille Albane)

**6**
rollout languages

**1,100**
franchised salons in 34 countries, according to Edflex

## Scope delivered

- Consulting: current-state review, benchmark, strategy and target architecture
- Learning Lounge (Dessange) and Learning Lab (Camille Albane) on Bealink
- Edflex content curation built into both platforms
- Learning paths on responsible luxury, eco-responsibility and inclusion
- Campaigns, challenges, event-based content and reporting

## Value created for DESSANGE INTERNATIONAL

- Training that reaches the whole network, franchisees included
- Usage and satisfaction doubled within six months
- A stronger proposition for prospective franchisees
- Gold at the Learning Impact Awards 2025
- Since launch, GOAT LEARNING® has provided delegated management of both platforms in the Run phase

> IN THE CLIENT'S WORDS
>
> Thank you, Edflex, for this award, which recognizes our commitment. [...] A big thank you [...] to GOAT LEARNING for their support on this project, and every day too!
>
> **Marie-France Delachaux**, Franchise Brands Director, Dessange International

OUR THREE OFFERS

**Consulting** — ON THIS PROJECT
Audit, scoping and design of the learning and talent architecture.

**Integration** — ON THIS PROJECT
HRIS, LMS and TMS integration, data migration and flow automation.

**Run-Outsourcing** — ON THIS PROJECT
LMS administration, support, reporting and continuous improvement.

## Training a network in France and abroad?

A 30-minute conversation with a GOAT LEARNING® expert is enough to see where your ecosystem stands and where to start.

**Talk to an expert**

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