



INNO-VERSITY

Retail Success Stories



When an iconic, authentic, sea-worthy brand needed retail training assistance, Inno-Versity custom designed a Learning Module specially accessible through mobile technology.

This learning program energized current sales training and processes into an eLearning platform that could be administered throughout the store's national footprint, including knowledge checks and performance data available to management.

CURRENT SITUATION

The way consumers purchase goods is changing. The amount of research done ahead of time, including the availability of information and options to buy online has made brick-and-mortar stores reconsider the shopping experience. While shoppers will not completely abandon brick-and-mortar stores soon, consumers expect retailers to offer a convenient retail space that mirrors the experience that is created online. Special interest must be paid to branding, service and pricing to convince shoppers to leave the comfort of their home and drive to a retail store to shop.

Additionally, consumer spending is down. Education loans are on the rise and credit is at an all-time high. Millennials and other demographic groups are comfortable in a Shift to Thrift model and search out deals and low priced options. For retailers, this has forced a focused approach to value, quality, service and lower priced alternatives.





THE PROBLEM

Sperry needed a mobile solution to train its employees in a fast-paced environment to meet the changing needs of its customers.

Sperry is an authentic seafaring clothing, accessories and shoe line that is made to accompany an adventurous lifestyle. Designed for men, women, kids or babies, Sperry has a vast selection of hand-crafted footwear including iconic Sperry boat shoes, sandals, loafers, flats, slippers, espadrilles, boots, sneakers, and oxfords. Available in an inspired range of colors, styles and materials, Sperry shoes and clothing perfectly represent the ocean-ready, adventurous and timelessly fashionable Sperry lifestyle that has excited wearers for more than 80 years since 1935.

Sperry's core employee base consists of men and women ages 18-54. Most are part-time and seasonal employees. Like most retailers, Sperry steadily increases its hiring practice in early summer in anticipation for the Back-To-School rush and doubles its sales staff in the fall to help through the holiday season. With this increase in new sales associates, coupled with an influx of store traffic, Sperry needed a learning solution that would allow its employees to fully understand the Sperry brand, increase retail sales and provide an excellent customer experience—all while completing normal job duties and not leaving the sales floor.

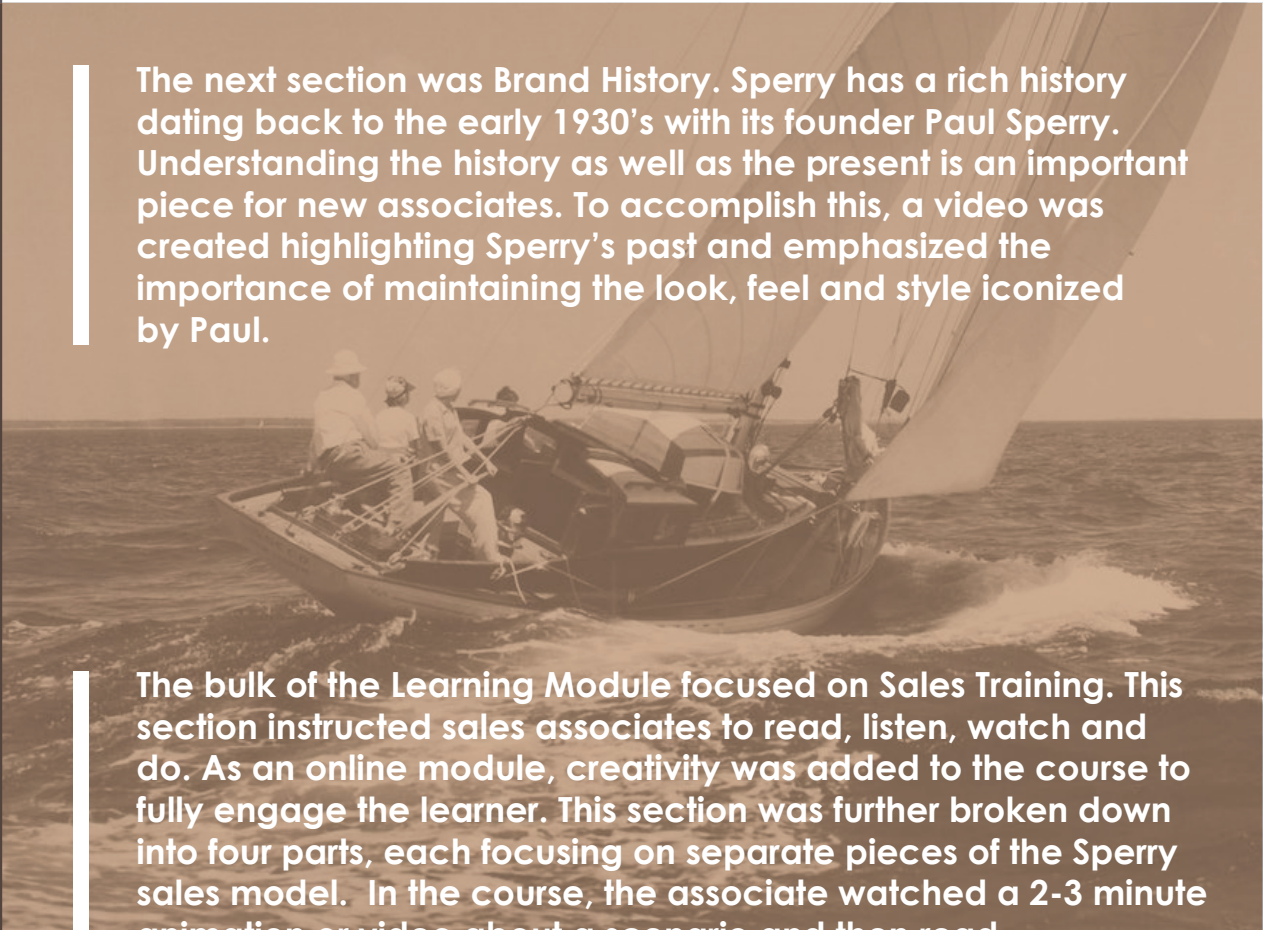
SOLUTION

The solution was to create a custom, mobile-friendly Learning Module that was delivered using an iPad.

For Sperry, it was vitally important to have the Learning Module match its brand. Great care was taken to understand the look, feel and expectation of the brand and implement those qualities into the final product. The Learning Module was broken down into three parts: Introduction, Brand History and Sales Training.

The Introduction piece was an overall explanation of the tool and the expectations for the learner. Sperry understood that a lot of information needed to be covered, but time was of the essence. For Sperry, a 15 minute Learning Module was developed. The Learning Module was developed exclusively for the iPad and the design had to make sure the interactions, quizzes and graphics worked well in the mobile environment.





The next section was Brand History. Sperry has a rich history dating back to the early 1930's with its founder Paul Sperry. Understanding the history as well as the present is an important piece for new associates. To accomplish this, a video was created highlighting Sperry's past and emphasized the importance of maintaining the look, feel and style iconized by Paul.

The bulk of the Learning Module focused on Sales Training. This section instructed sales associates to read, listen, watch and do. As an online module, creativity was added to the course to fully engage the learner. This section was further broken down into four parts, each focusing on separate pieces of the Sperry sales model. In the course, the associate watched a 2-3 minute animation or video about a scenario and then read accompanying text. Next, a Knowledge Check was given to make sure the associate fully understood the concepts being taught. A grade of "Not Quite," "Almost There" and "Nailed It" were given after the questions were answered. If the associate didn't "Nail It," information was displayed on screen to help explain the question in more detail and the learner was taken back in the course to the part of the Learning Module to review before moving forward. Once all Knowledge Checks were complete, the manager was notified through the Learning Management System (LMS) and the sales associate passed the course.

Sperry understood that 15 minutes is not enough time to fully train an employee and a more in-depth, on-going sales training program is in place. This course served as a refresher to current employees and an indoctrination into the Sperry brand for new associates. As part of the resources within the Learning Module, a written transcript of the course, as well as documents including the Sperry sales model, retail support and customer service were included to assist the associate if they needed help.

BUSINESS BENEFIT



SPERRY
Since 1935

For Sperry, the benefit was simple: they received well-trained employees without having them leave the showroom floor.

In the past, employees would have to travel to an offsite training center, leave the floor to use a back-room computer or tie up the front of house register to complete sales training. With this solution, sales associates could start and stop the Learning Module when time allowed. It was not required to complete the training all at once, so timing was not issue.

Additionally, developing the Learning Module for the iPad gave Sperry greater flexibility in design as well as delivery. Since this was an online module, no computers were needed, which allowed other sales associates working the same shift to continue their daily duties without interruptions.

Finally, Sperry could save time and resources for on-site training. While in-person, one-on-one training is necessary for some instances, focused training is often more impactful. Managers were also able to see who completed the Learning Module, where they did well and where they could use additional help. If an associate struggled in one area, the manager could then focus on those skills in person with that associate later, increasing the effectiveness of the coaching meeting.

FINAL THOUGHTS

In retail, image is everything. But equally important is having well-trained, knowledgeable employees. With Sperry, Inno-Versity was able to meld mobile technology and sales training to create a custom Learning Module that was trackable, user-friendly, efficient and non-disruptive to the overall flow of the current retail store.

For more information about how Inno-Versity can help with your learning needs, visit inno-versity.com.

