



Industry: Retail

Solution: Sales Enablement



The Results

65%

of sales associates from dealer network engaged with Keen's content, demonstrating training platform scalability

9.5/10

score for content quality, showing that associates appreciate Keen's content, driving brand loyalty

How Footwear Brand Keen Used Digital Training to Create a More Engaged, Loyal Associate Sales Force

Introduction

When Keen went on the search for a sales enablement and staff engagement platform before the pandemic of 2020, their prevailing need was for digitalization. At the time, this major footwear brand – family-owned and based in Portland, Oregon; founded in California and now distributed globally – still trained associates on their products in the “old-fashioned” physical way. They were using in-person, in-store clinics at a time when the retail industry was shifting toward a more targeted, flexible, digital approach, which risked their falling out of step with competitors.

They initially resisted this transformation, says Alexandra Kim, Keen's Retail Marketing Specialist for EMEA, in large part because so much of Keen's brand power came from personal connections with associates. So, they needed a sales enablement platform that would help them train in a personalized, engaging manner that would go some way toward harnessing the connection of physical L&D, with the convenience, engagement, and efficiency factors of digital technology baked in.

“When looking at the trend of digitalization, we realized it would be a mistake to skip it for our business since it provides great options for having more frequent contact with retailers.”



Alexandra Kim

Keen, Retail Marketing Specialist EMEA



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Digital Training: Transforming the Store Experience

Upon selecting and implementing Myagi by Rallyware, Keen discovered that it was an extremely useful tool not only for digital training, but for developing and deepening relationships with retailers. They found that with this sales enablement platform, they could build these relationships and maintain their presence in stores, not with individual brand reps but rather with digital technology, available directly to associates on their phones – a huge boon at a time of budget cuts.

“We don’t have brand stores in the UK or Germany, so we really needed to provide one tool that would provide us overall control and a chance to bring a unified message, by which we can speak to retail staff. These people have contact with the consumer that we don’t have. The training we do with them makes sure that the product is picked up from the shelf when they’re talking to that consumer. So it’s very important to be in direct contact with these people with physical training not always possible. And Myagi by Rallyware let us do that.”



Alexandra Kim

Keen, Retail Marketing Specialist EMEA

The COVID years turned out to be very beneficial for Keen in terms of sales. With double digit growth during those two years, Keen saw that their digital and eCommerce channels were overrepresented in this growth; retail was down, especially with challenges in warehouse supply chains affecting inventory predictability. Yet with factories and warehouses across the globe, and through early investments in digital strategy, Keen were prepared for the obstacles COVID presented – and their digital business grew.

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Rethinking Retail: Confronting a Changing Industry with Technology

However, several years down the line, Keen's leadership has seen that the industry is changing again, rapidly. The growth through the pandemic was not particularly healthy, with a lot of digital-only players struggling and consumers returning to brick-and-mortar retail. In this environment, Keen needs a kind of flexibility, an omnichannel experience that connects the digital and physical stores. Myagi by Rallyware, for them, is essential in creating that experience.

"Consumers love the physical engagement with the brand, having direct contact with store staff, but they also love the convenience of online shopping. So you have to engage the consumer in both the digital and physical worlds. Myagi by Rallyware helps us deliver on the physical front."



Alexandra Kim

Keen, Retail Marketing Specialist EMEA

Myagi by Rallyware helps Alexandra and Keen's enablement team create new content on a regular basis and distribute that content in an engaging way to associates across the countries they operate in in the EMEA region. As a matter of fact, Rallyware's internal data shows that Keen has an overall 9.5/10 score on their content quality, showing that associates truly appreciate the company's engaging training modules, which drives brand loyalty. This can be critical when it comes to concrete business results like sell-through.

Keen's content helps them emphasize technologies in their footwear that are not visible at first sight.

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From lessons to quizzes, Myagi by Rallyware allows associates from any retail store implementing the platform to return at any moment to “reup” on knowledge. If they’ve forgotten something, or the consumer is asking about a particular product, they can simply pull up the relevant lesson in the flow of work. In an initiative soon to be launched, Myagi by Rallyware will also help Keen show associates how to install POP material – in-store displays – reflecting a diverse set of objectives with regard to content, plus incentives for retailers, such as raffles and discounts for pairs of shoes. After all, it’s important that associates wear the product and know it intimately.

“We’re trying to become this ‘love brand’ as we integrate the digital and physical worlds. The incentives that Myagi by Rallyware lets us give to associates – that helps us become the brand we want to be. If we want to educate associates on a new pair of shoes, we’ll send a lesson, they’ll have a few weeks to complete it, and once they do they’ll get entered into a raffle. Then they can win the shoes they’ve been educated on. It’s really productive.”



Alexandra Kim

Keen, Retail Marketing Specialist EMEA

Corporate Confidence: Intelligent Inventorying

Myagi by Rallyware helps Keen keep their products and brand top-of-mind for retail staff supporting Keen’s brick-and-mortar business. The results show that this works: internal data shows that over 65% of associates across Keen’s dealer network are actively engaged in their content, demonstrating how scalable and far-reaching the platform is.



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Myagi by Rallyware also helps the company feel assured as they make eco-conscious decisions about their production line. Via the platform, they make sure that store employees are aware of the materials and sustainable technologies Keen is using, their efforts to decrease their carbon footprint, use better leather, and stay PFAS-free – all elements not visible when simply looking at a shoe.

“For the UK channel, we have a lot of video footage with training videos of product managers explaining the technology. Then we do quizzes with a PDF – a tech sheet – then we ask 2-3 questions to make sure they’ve absorbed it. Then for the German channel, we don’t always have videos in the local language based on the capacity within the team, but the platform lets us adapt by using PDFs and quizzes. It lets us embrace that wide variety of content that’s so necessary.”



Alexandra Kim

Keen, Retail Marketing Specialist EMEA

Everything Flows Together: Toward an Omnichannel Future

Myagi by Rallyware helps Keen fine-tune their content: they can receive feedback from associates on lesson quality using the platform. As an example, if a video is too long, that will be reflected in negative feedback – comments and ratings – which helps Keen trim lessons where needed and keep them as engaging as possible.

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Myagi by Rallyware also enables the further integration of the digital and physical realms with interactive brick-and-mortar elements. Keen can place a printout with a QR code in the retailer's break room announcing new incentives, such as raffles, which prompts associates to scan the code and complete the training. When the associates come into the break room and see the QR code flier, they can do the training right then and there, or in-between customers.

"We can see if products are not looking good, if sales are not looking good, and then make extra effort to train about those specific products. We can make them more visible for the store staff, and this helps us integrate training and sales, even as we're integrating the physical and the digital. Everything flows together."



Alexandra Kim

Keen, Retail Marketing Specialist EMEA

Myagi by Rallyware has helped Keen improve their relationships with retailers across Europe. Keen even integrates the platform into their sales deck when they're pitching their products to retailers, showing these retailers how Myagi by Rallyware helps keep associates engaged and drives sell-through.



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