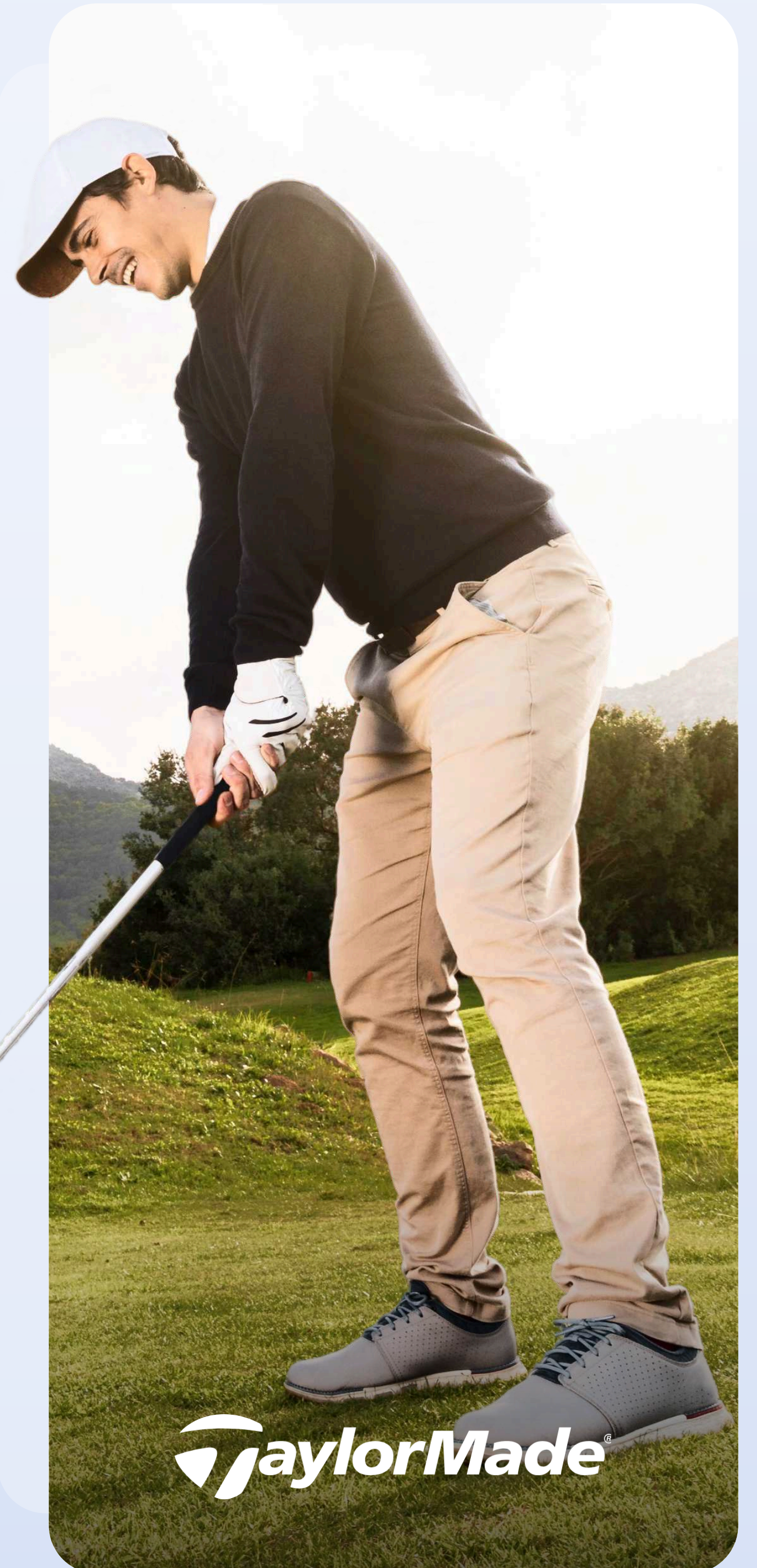


Achieving retail excellence:

# TaylorMade's journey to impactful brand training

Case Study





# Introduction

In today's competitive and fast-paced retail environment, ensuring consistent product knowledge across a wide network of retail partners is critical for a brand's success. For TaylorMade, a global leader in golf equipment, the challenge was maintaining uniformity in product training across a diverse range of retailers—from large national accounts like Drummond Golf to independent pro shops.

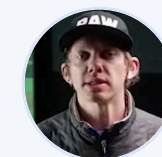
## Challenge: Disconnected training efforts leading to missed opportunities

Prior to Myagi, TaylorMade's training programs faced several challenges that directly impacted sales performance:

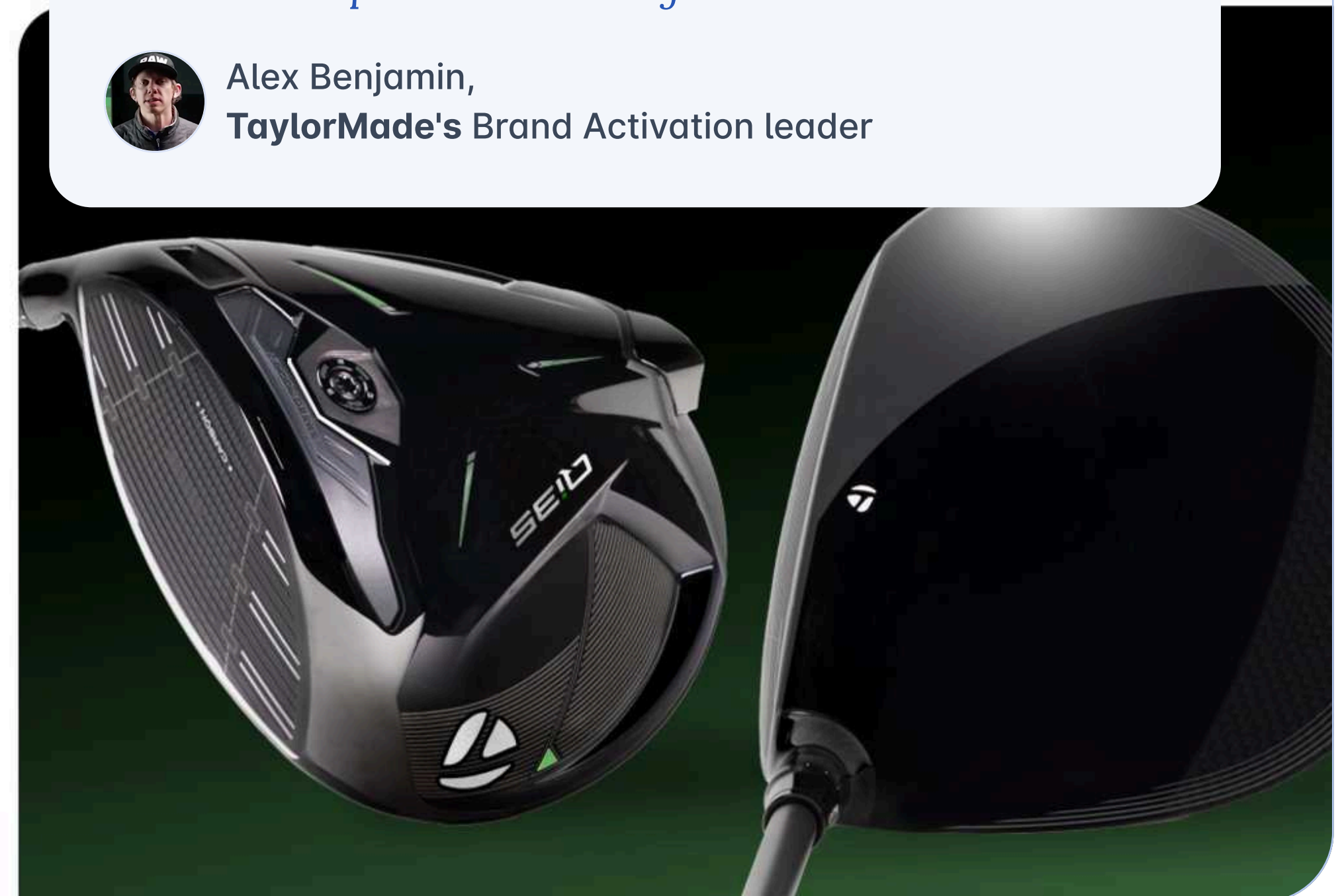
- 1 Inconsistent training across retailers:**  
Without a unified training platform, content delivery varied from store to store, leading to inconsistent product knowledge among sales associates and disconnected customer experiences.

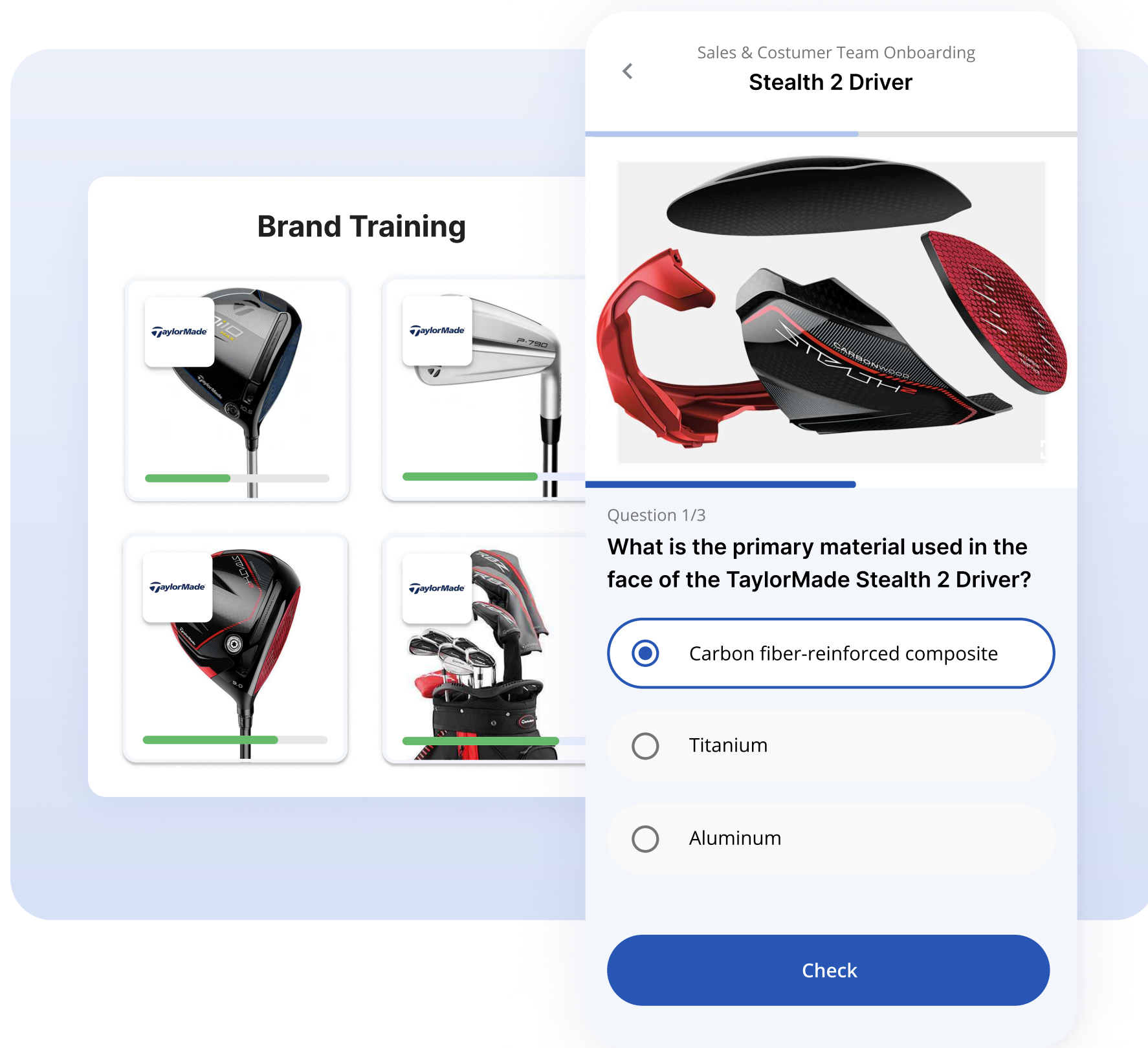
- 2 Difficulty measuring impact:** Traditional in-person training struggled to engage sales associates, leading to low participation and poor knowledge retention. This also made it difficult to assess the effectiveness of the training, ultimately resulting in minimal improvement in sales performance.
- 3 Limited scalability:**  
With hundreds of stores spread across a wide geographic area, it was difficult to deliver timely and consistent training, leaving many sales associates under-prepared.

*'We had top-tier products, but without a streamlined training approach, our retail sales teams couldn't fully unleash their potential in selling them'*



Alex Benjamin,  
TaylorMade's Brand Activation leader





## Solution: How Myagi transformed training through engagement and accessibility

TaylorMade sought a solution that could revolutionize its training approach and turned to Myagi—a mobile-first platform introduced to the brand by Drummond Golf. Myagi, a sales enablement and brand training platform, provided a comprehensive solution by enhancing collaboration between

brands and retailers, making it easier to ensure that sales associates were equipped with consistent, engaging product training, accessible on any device at any time.

Key benefits of the platform that were critical for TaylorMade included:

- 1 Centralized content delivery:**  
 Myagi allowed TaylorMade to distribute up-to-date, tailored training content across its entire retail network. This streamlined approach enabled easy copying and pasting of content across various channels shared with retailers, ensuring that every sales associate had access to the most relevant product knowledge in a much more seamless and scalable manner.
- 2 Expanding the network reach:**  
 Myagi enabled TaylorMade to extend its training efforts to a vast network of sales associates who were responsible for promoting the brand's story, driving strategic sell-through, and enhancing the in-store customer experience.
- 3 Interactive and gamified learning:**  
 Myagi's mobile app, combined with features like leaderboards and performance incentives, dramatically increased engagement and completion rates, motivating sales associates to excel.



4

**Real-time data-driven insights:**

Myagi's platform provided TaylorMade with real-time insights into the performance of its training programs, helping the brand track the impact of specific content and identify areas for improvement.

*"With Myagi, we've been able to turn product training into a competitive and engaging experience. Sales associates aren't just completing the training—they're motivated to excel,"*

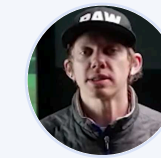


Scott Gordon,  
National Franchise Development Manager at  
Drummond Golf

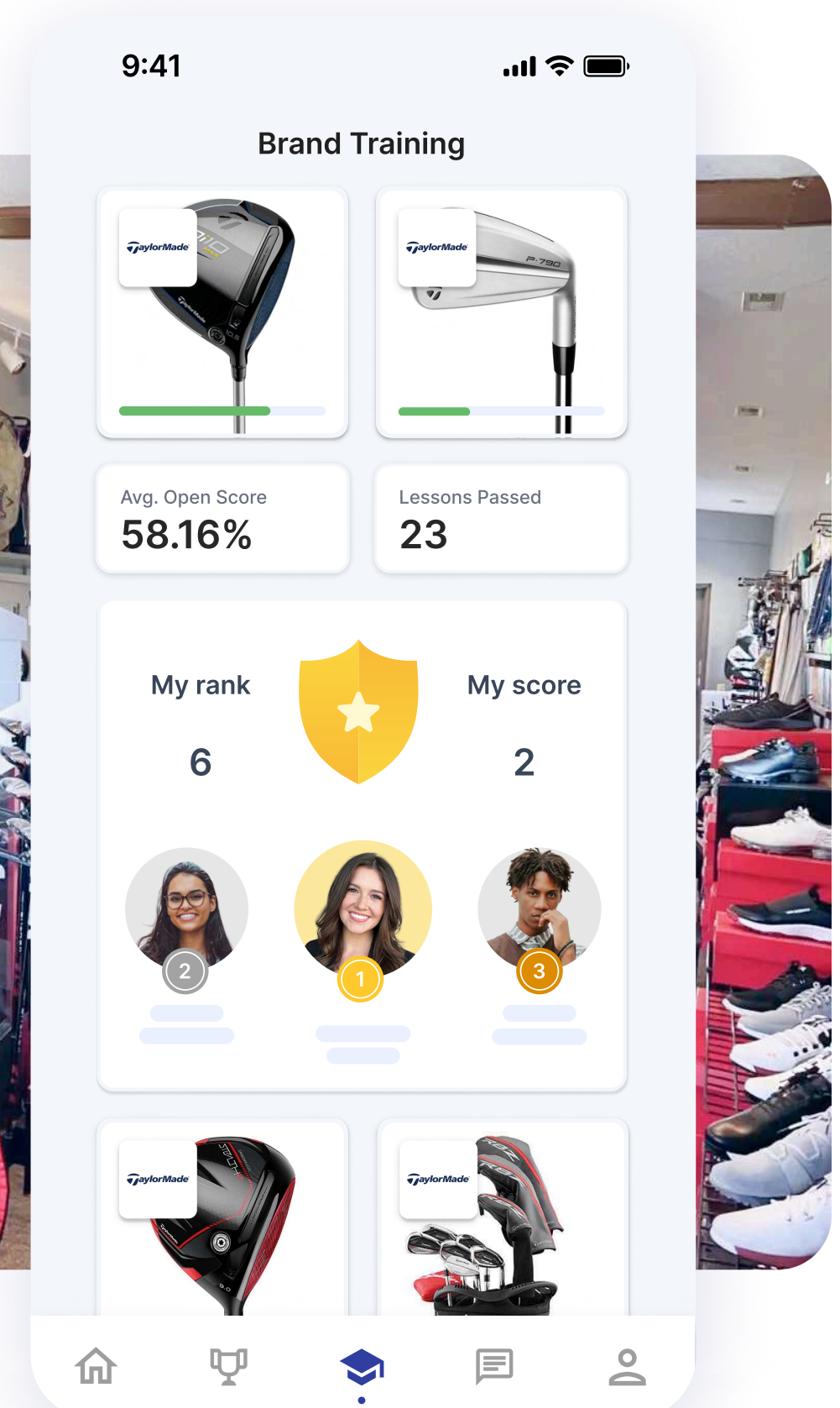
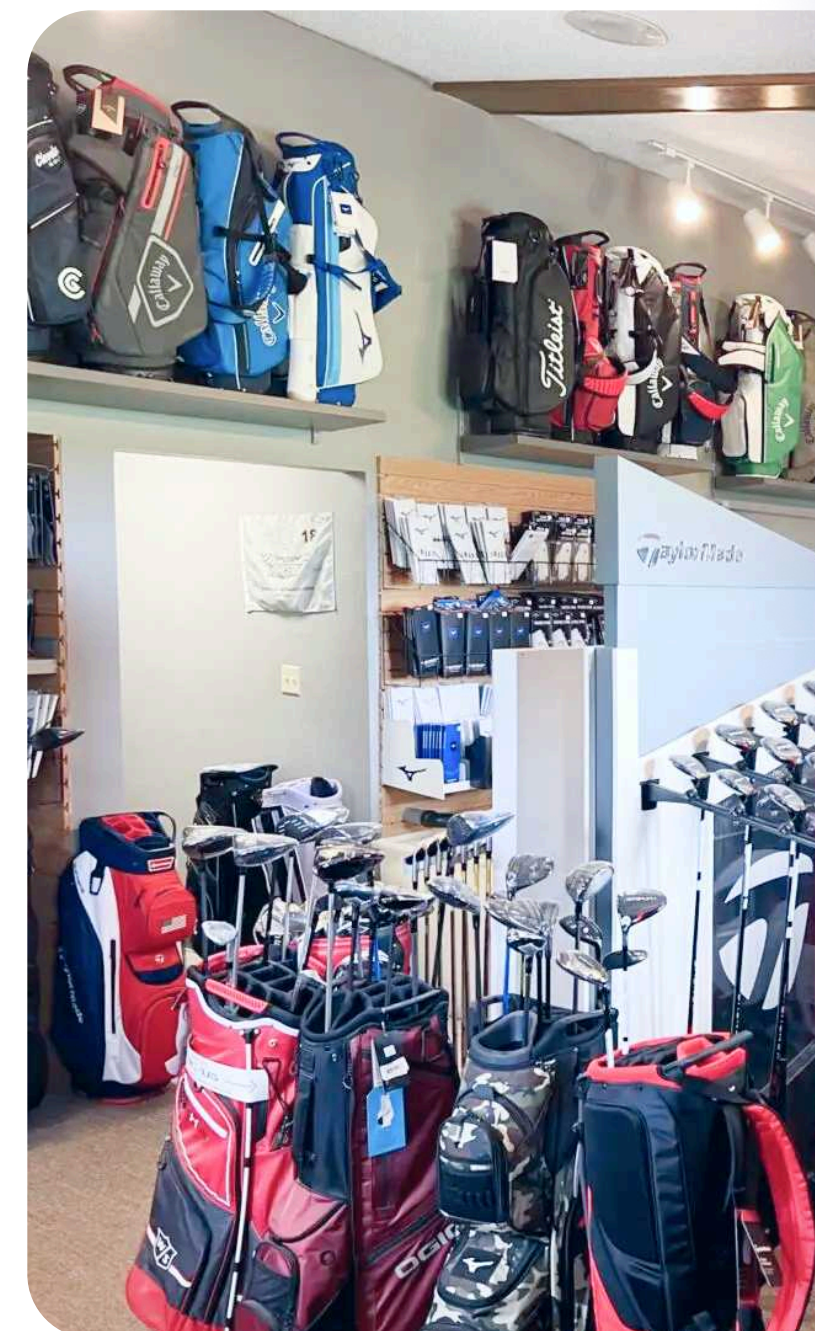
## Implementation: Scaling success across a nationwide retail network

The initial rollout of Myagi across Drummond Golf's 50 stores was so successful that TaylorMade expanded the platform to more than 350 additional retailers throughout Australia. Myagi's intuitive interface and engaging experience, coupled with a seamless onboarding process, not only enabled new sales associates to begin training quickly and efficiently but also empowered TaylorMade to swiftly scale and engage a vast network of retail sales associates nationwide.

*"The scalability of Myagi, coupled with its ease of use, allowed us to reach every corner of our retail network. What used to take weeks is now completed in days, and we've seen immediate sales improvements as a result,"*



Alex Benjamin,  
TaylorMade's Brand Activation leader





## Results: Measurable improvements in sales performance and customer experience

Since adopting Myagi, TaylorMade has seen measurable improvements across several key areas, directly linking the platform to improved sales outcomes and customer satisfaction:



### 37%

#### Increase in new user sign-ups

More sales associates were actively engaging with the platform, highlighting its ease of use and relevance.



### 89%

#### Increase in training completion rates

Myagi's gamified approach led to significantly higher completion rates, ensuring that more sales associates were fully equipped with the product knowledge needed to succeed.

[www.getmyagi.com](http://www.getmyagi.com)



*"Since adopting Myagi, we've seen a noticeable improvement in both sales performance and customer satisfaction. Our associates are more confident, knowledgeable, and ready to sell,"*



Scott Gordon,  
National Franchise Development Manager at Drummond Golf.



Retailers using Myagi also reported significant improvements in sales performance:



**Higher average sale value:**

Associates trained via Myagi were more successful in upselling premium products, resulting in larger transaction sizes.



**Improved conversion rates:**

Confident and knowledgeable associates, empowered by Myagi's training, achieved higher conversion rates during customer interactions.

*"Our customers notice the difference when our associates are well-trained. It's not just about making the sale—it's about creating a positive and lasting impression,"*



Scott Gordon,  
National Franchise Development Manager at  
Drummond Golf

## Customer experience: A direct link between training and satisfaction

The benefits of Myagi extended beyond sales metrics. Retailers using Myagi reported significant improvements in customer satisfaction, driven by more knowledgeable and professional sales associates. TaylorMade's partners like Drummond Golf saw substantial boosts in customer loyalty and trust:



### 80+NPS

**Net Promoter Score**

This industry-leading score highlights the value of well-trained associates who can confidently engage customers.



### 4.7 out of 5

**TrustPilot rating**



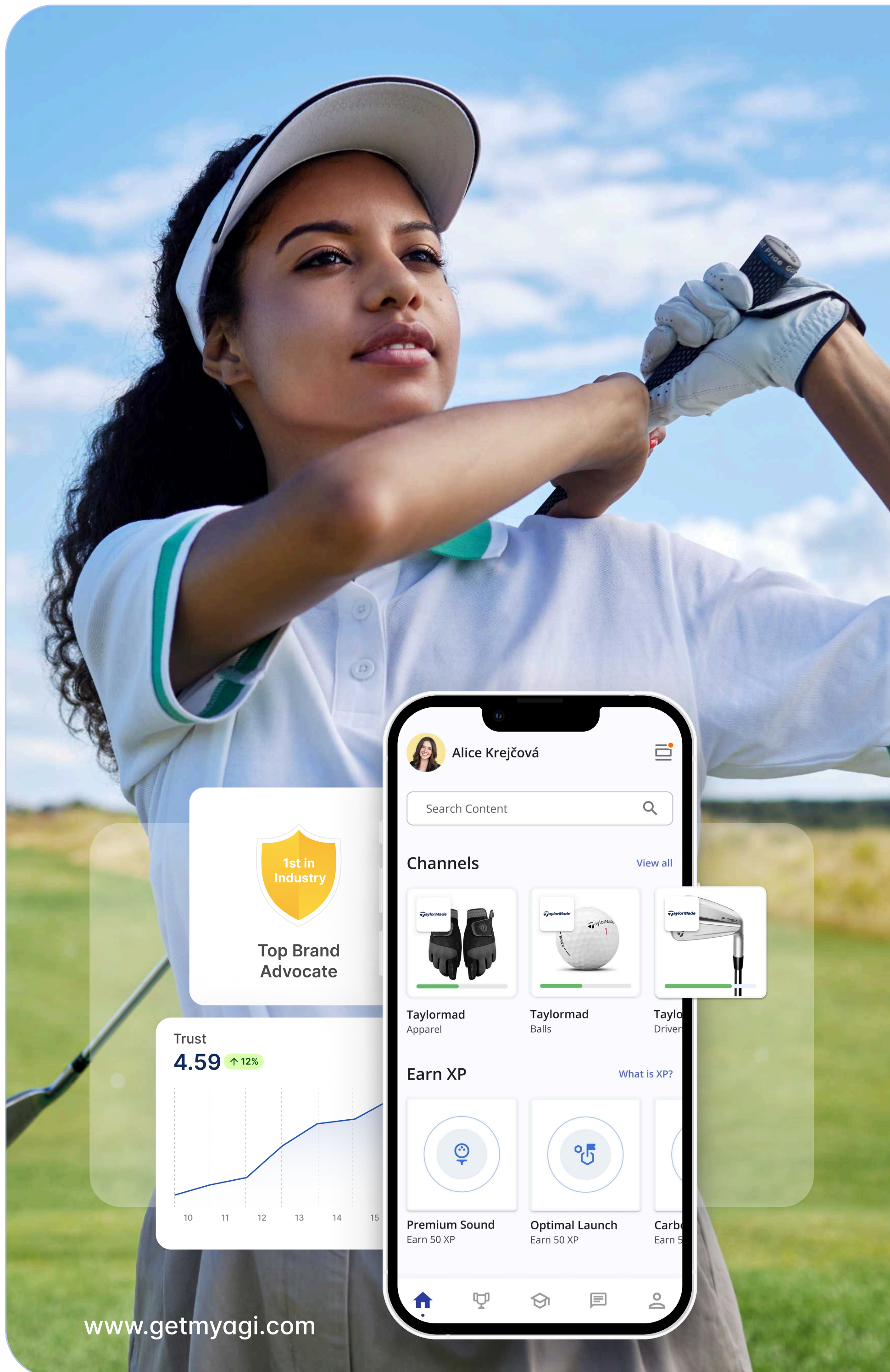
Customers consistently praised the expertise and professionalism of Myagi-trained sales associates.



## Lessons learned: simplified onboarding, engaging content, and continuous improvement

Through its partnership with Myagi, TaylorMade learned several key lessons that helped streamline its training efforts:

- 1 Simplified onboarding:**  
Myagi's QR code-based registration process significantly reduced onboarding friction, allowing new sales associates to get up to speed quickly.
- 2 Engaging multimedia content:**  
Moving away from static training formats to interactive, video-based content helped keep sales associates engaged and improved their retention of key product knowledge.
- 3 Ongoing content updates:**  
Myagi's flexibility allowed TaylorMade to regularly update training materials in response to new product launches and market trends, ensuring that training remained relevant and impactful.

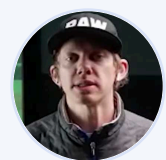




## Conclusion: Scalable brand training as a catalyst for TaylorMade's retail success

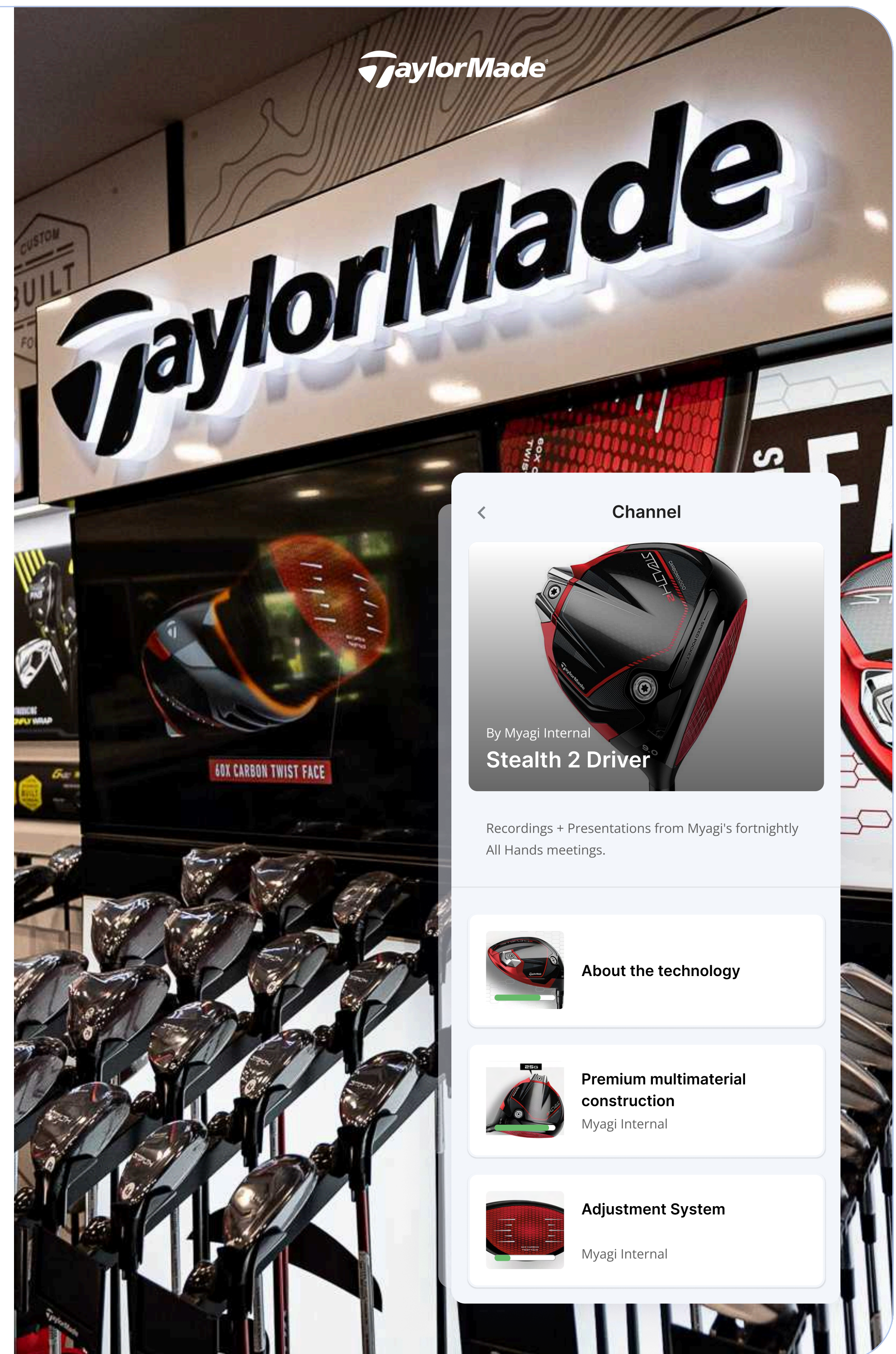
For TaylorMade, implementing Myagi was a pivotal moment that not only improved product training but also transformed how the brand engages with its retail partners. By empowering sales associates with the knowledge, motivation, and confidence they need, Myagi contributed to **enhanced sales performance, improved customer satisfaction, and stronger brand loyalty** across TaylorMade's retail network.

*With Myagi, we've unlocked the full potential of our retail network. Our sales teams are more informed, our customers are happier, and our business outcomes are stronger,"*



Alex Benjamin,  
TaylorMade's Brand Activation leader

As TaylorMade continues to innovate and grow, Myagi remains an integral part of its strategy for driving retail excellence and staying competitive in the global golf equipment market.

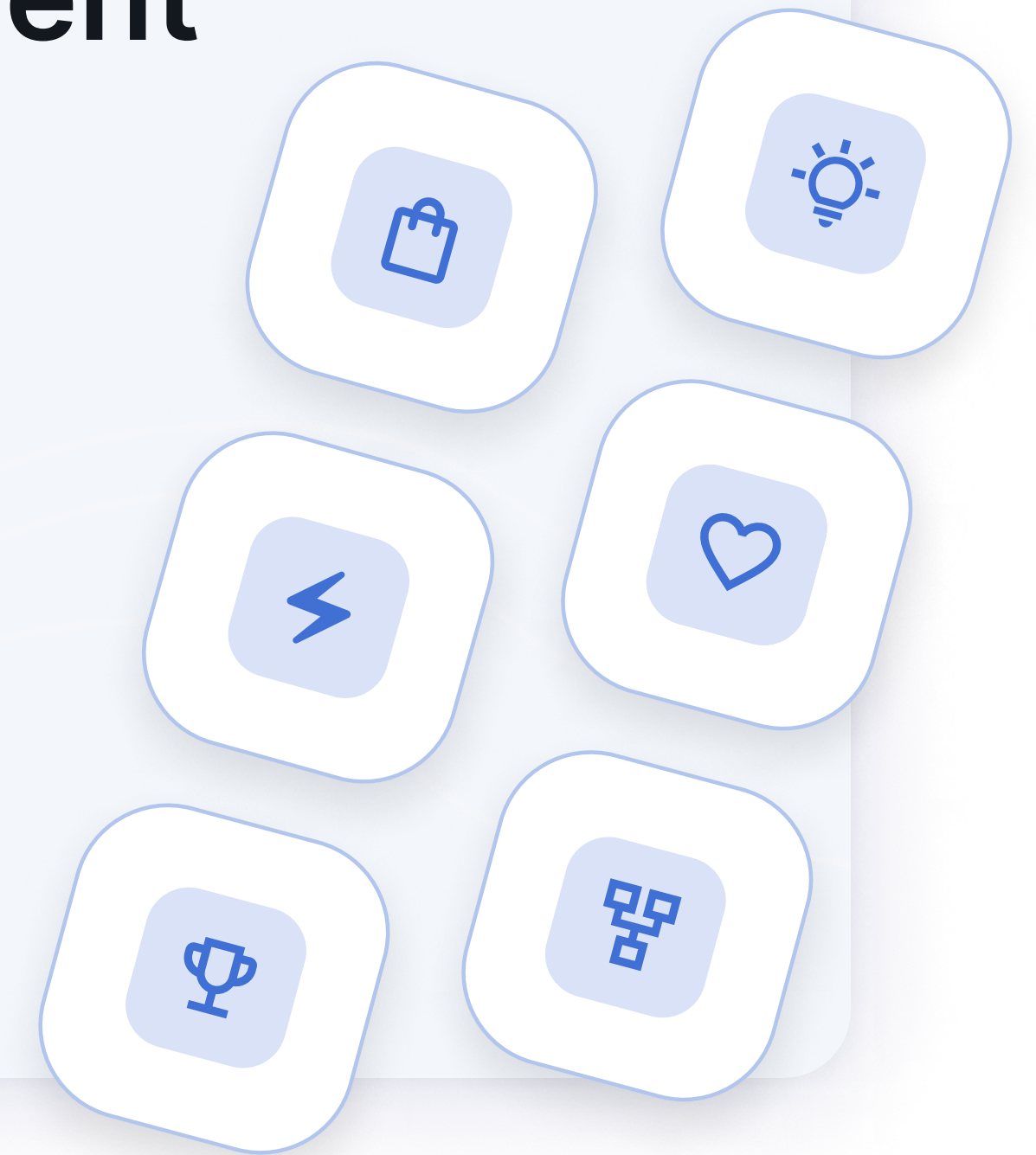






# Redefining golf retail enablement with seamless brand-retailer collaboration. See Myagi in action.

**Book a demo today**



- ✓ **Boost brand advocacy with streamlined brand training that empowers associates to guide golf enthusiasts to the right products.**
- ✓ **Discover how Myagi helps golf brands and retailers grow together, driving sell-through and unmatched customer satisfaction.**

[www.getmyagi.com](http://www.getmyagi.com)