CASE

area9 LYCEUM

SHINOLA
DETROIT

SHINOLA

Solving Retail Growth Challenges for a Luxury Lifestyle Brand

Shinola, founded in 2011, is a US manufacturer and retailer specializing watches, bicycles, and leathergoods.

Challenge:

- Facing huge growth and opening new stores, Shinola needed an efficient and effective way to onboard new retail employees
- Shinola needed to ensure that all new employees were knowledgeable about the Shinola products, could convey the mission and values that drive Shinola to employees across the US, to maintain consistent customer experiences across multiple stores, and to inform and educate store associates about new products launches

Solution:

- Shinola turned to Area9's adaptive solution as a highly engaging way to onboard the diverse workforce

Outcomes:

- Area9's rapid authoring environment help streamline training development
- Sales per employee and sales per store increased in stores that used Area9's adaptive approach versus more traditional learning approaches

"As we continue to grow, we want our employees to fully understand our commitment to world-class manufacturing jobs and products that are built to last. The more ways we can effectively tell our story, the better the experience our customer has with our brand."

Jacques Panis
President, Shinola

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