

Case Study Retail

A first-class golf club manufacturer contributes part of its success to thorough club fittings. Sales reps had been working directly with pro shops to educate the club fitters, but the training workshops were becoming very time consuming.

Challenge

Use eLearning to let fitters learn at their convenience and skill level, while ensuring that fitters understand all models of the clubs and their different functions.

Solution

BI WORLDWIDE worked alongside fitting experts and product specialists to create premium course content. From there, BI WORLDWIDE constructed an eLearning platform that encompassed everything from skills tests and certification to streaming video.

Results

After three months, over 1,500 club fitters had participated in the course. 444 of those participants were certified with a score of 80% or better, with fitting partners commenting on the quality of the course and their goal to have others experience the effective training.

