
INDUSTRY

Retail

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Sales Enablement

RESULTS

Makes training more effective and engaging

Sport Chalet Arms Sales Staff with Timely Product Content using Bloomfire

Based in Southern California, Sport Chalet has more than 3,000 employees and more than 50 stores in California, Nevada, Arizona, and Utah. The company started as a ski shop and grew to offer traditional sporting goods like footwear and apparel, as well as specialty merchandise for snowboarding, skateboarding, mountaineering and diving/SCUBA.



Employees Need to Quickly Get Smart on Ever-Changing Inventory

Sport Chalet is known for its expansive inventory of sporting equipment, sold by employees who know, love and use many of the products they sell. They expect their sales staff to be able to answer a variety of questions and share their expertise to enhance customer's shopping experience.

To keep employees up to speed on its products, Sport Chalet relies on a team of four to train thousands of employees spread across dozens of stores in four states. Each employee is trained on new products and promotions, as well as specific activities such as backpacking, rock climbing or custom golf club fitting and repair. The small training team is also responsible for educating employees on office-related HR issues.

With employees so broadly dispersed, it is difficult and expensive to gather everyone in one place for large training sessions. In response, the Sport Chalet training team relies heavily on video.

"We shoot a lot of videos at training events throughout the year," says Cyndi Nagel, Sport Chalet training manager. "For example, we'll invite our outdoor specialty brands to present and demonstrate their products and capture the experience on video. We then use these videos to do most of our sales training."

The Sport Chalet team found that producing and sending training videos on DVD was expensive and time consuming. It could take weeks to produce and

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send training videos to stores in preparation for a new product hitting the sales floor. Finding time for employees to watch the videos, which tended to be long, was equally difficult.

An Easier Way to Produce, Search, and View Content

Sport Chalet needed a solution that could help reduce production costs, speed delivery and make it easier for employees to search and view content. They also wanted to measure the effectiveness of their materials.

Nagel and her team evaluated a company that could create a library of videos for employees to access, but the solution was too expensive. Their videographer recommended Bloomfire.

With Bloomfire, they could easily upload videos, gain more control over where and when to distribute them, and report when and how they were being used.

Sport Chalet used Bloomfire to create a knowledge base to upload short training videos that educated employees on new products, promotions or a different job in a store. Nagel says that uploading videos on Bloomfire has been easy, but that she especially enjoys seeing the videos in use.

“Some of our stores have iPads on the floor,” Nagel said. “With Bloomfire, employees can search and access product information that a customer might ask about on the spot. The mobile app has been awesome, especially when we show a salesperson that they can pull out their phone if a customer has a question, and watch a video on that product. It helps the customer make a buying decision, and that’s huge.”

Nagel said she also has more control over the timing of video sharing, and insight into who has seen it and how many times it’s been viewed.

“I like the fact that I can promote content and decide what we want people to be looking at,” Nagel said. “Before, we were just hoping our videos were being watched. Now, we know what videos employees have seen, and when.”

Bloomfire analytics help Nagel develop a weekly report on the effectiveness of her team’s work. The information also enables her to tailor content for specific stores or departments. For example, someone who joins a new department might be required to review a certain set of posts and videos as part of the onboarding process.

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Bloomfire Simplifies Training Content Production and Distribution

“It saves time and money, and we’re able to distribute more information than we have in the past.”

Sport Chalet can now quickly load and promote training videos while better understanding viewership. With that knowledge, the company is making its training materials more effective. They can more quickly prepare for new products. And they’re making videos easier for employees to consume and understand.

Before Bloomfire, it would take Nagel’s team four to five weeks to produce and distribute a video; employees would often receive new products at their store before the associated training video arrived. Now Nagel’s team can create and post a video within a week. With the production and distribution process simplified, the company is producing more videos that are shorter, but more effective.

“In the past, we sent out about 15 videos a year that ran 20 to 30 minutes each,” Nagel said. “Now, we’re sending dozens, because we can break them down into shorter chunks of one to two minutes so that they’re easier and more digestible for the viewer. And we’re adding more information beyond the video by sharing resources from manufacturers.”

Bloomfire's collaboration software connects people and the information they need to get work done. **Learn more at www.bloomfire.com.**

