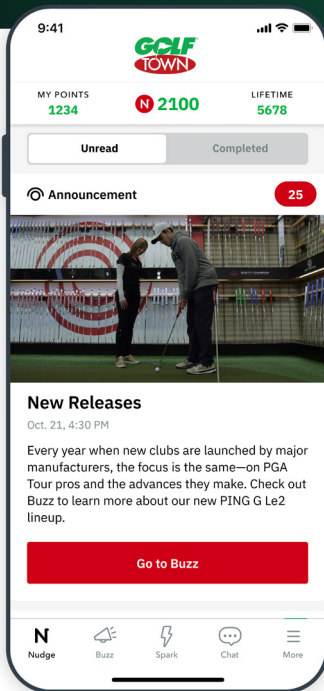


Sporting goods retailer lifts in-store conversion by 8% with Nudge

Golf Town tees up a competitive advantage by empowering its greatest asset: knowledgeable in-store associates.



ABOUT Golf Town

Founded in 1999, Golf Town is a premium destination for golf enthusiasts to purchase apparel and equipment, test out new products, and get tips for improving their game. Known as a “golfer’s paradise,” their big box stores average 18,000 square feet in size, offering an unbeatable selection of the top brand names in the sport.

As leaders, innovators, and lovers of the game, Golf Town employees pride themselves on being the source for all the latest products, technology, instruction, and expertise for the best golf experience, both in-store and on the course. With 90% of sales taking place in-store, Golf Town relies heavily on its associates to deliver on brand promise and provide an exceptional shopping experience for every level of player, from beginner to the avid low handicapper.

Industry
Retail

Locations
47

Employees
1400+

CHALLENGE

Staying competitive and differentiating through the in-store experience

After filing for bankruptcy in 2016, Golf Town was at a pivotal turning point. Following an acquisition by Fairfax Financial Holdings, the retailer downsized from 55 locations to 47 and elevated customer experience as a top priority, with a focus on store associates.

Golf Town was well aware that their frontline employees were a key differentiator, but noticed that critical corporate messaging stopped at the general manager level at each store. Furthermore, email information was being delivered inconsistently, exposing missed opportunities for store associates to add tremendous value to the shopping experience.

SOLUTION

Investing in the frontline to drive repeat visits and a deeper relationship with the brand

Soon after the acquisition, Golf Town invested in Nudge to evolve the business toward in-store experience. Nudge has quickly become the “backbone of communication with the frontline” from coast to coast, keeping store associates and managers up to date on product information and training, while fostering a sense of teamwork, regardless of physical location.

Golf Town makes strategic use of nuanced learning material and recently timed their product-innovation focused “nudges” around a PGA show, empowering staff to have quality conversations with the seasoned golf experts who inevitably showed up in-store. With Nudge, associates are also able to generate ideas and share best practices with one another, drawing on their daily conversations with customers.

RESULTS

Improved communication, collaboration, and conversion

Four years into its turnaround, Golf Town is on the upswing, having reinvented itself as a leading shopping destination for golfers of all levels. The retailer has been able to introduce a cultural shift and unite a workforce that once operated as independent teams across locations.

Golf Town’s empowered frontline also demonstrates notable impact on the bottom line. In a recent interview with Canada’s national daily, The Globe & Mail, Golf Town CMO Fred LeCoq credited Nudge with helping to improve the rate of visitors who make an in-store purchase to 50 per cent from 42 per cent. Golf Town has also reported that stores more engaged with Nudge reflect higher customer satisfaction.



“Our staff are one of our most valuable assets because they are golfers; they are professionals and amateurs, they love and play the game. So investing in the frontline when retail is in its current state is a winning gameplan. You have to remove communication barriers between head office and the store itself.”

– Fred LeCoq, Chief Marketing Officer

8%

average lift of
in-store conversion
across locations

85%

response rate
on Nudges within
12 hours of sending

73%

of employees
believe Nudge helps
them do their job better

About Nudge

Nudge (an Axonify Company) is a frontline enablement solution that empowers workers with the knowledge, tools and resources they need to execute consistently and confidently every day. Nudge’s mobile-first platform combines two-way communications and guided task execution to help deskless organizations enable their frontline across every location in real-time. Employees can complete tasks, provide feedback, take part in discussions, and test their knowledge while earning recognition and points. Since 2012, over 65 million Nudges have been delivered, driving profitability, employee retention, and providing teams with the insights to create memorable customer experiences.

Based in Toronto, Canada, Nudge has the highest user ratings in its category, and is used by leading brands across North America, including Compass Group, Staples, Mastermind Toys, and Margaritaville.

Learn more at www.nudge.co.