



# Timberland Case Study

Getting back to better after  
the Covid-19 Pandemic

## Background



Timberland's mission is to equip people to make a difference in the world. They do this by creating outstanding products and trying to make a difference in the communities in which we live and work. They also pride themselves on making a difference for their 5.5k+ employees worldwide, by empowering them to learn and engage in a work environment that showcases their company values: Humanity, integrity and betterment.

**93**

stores using  
MobieTrain



getting back to better  
after the Covid-19  
pandemic

**>800**

employees using  
MobieTrain

## Challenge



Timberland stores, like many retailers around the globe, were completely shut down because of the Covid-19 pandemic. The team faced a great challenge when thinking about what it was going to be like when stores reopened. Questions like 'How do we get back to business?', 'What do we do with our associates?' and 'How do we service our customers properly?' arose. 'Back to better' became Timberland's mantra and the framework to how they approached this challenge.

***"It quickly became clear that normal was over. A lot of people have been saying this, you hear it throughout the industry and at Timberland we tried to come up with no more back to normal, we want to go back to better. That became our mantra and the framework to how we approached reopening our stores and re-engaging our staff."***

***Brian Bodnar, Director retail operations  
and customer experience, Timberland EMEA***



# What We Have Done Together



Timberland approached us for a virtual way to remotivate, re-energise and re-engage their employees, specifically in the months after the Covid-19 pandemic. We worked together to solve their L&D challenges and redesign their communication process:

## Learning track creation

Together, we launched 4 learning tracks over the period of June to September 2020 to tackle topics centered around re-engaging the team, keeping them safe and creating focus.

- **First learning track: unlock the lockdown**

This directly addressed how to provide services when coming out of a lockdown: wearing a facemask, how to smile at a consumer when they can't see you, etc. It addressed the safety of their staff and consumers. Safety came first.



- **Second learning track: KPI's**

How to make higher conversions, how to drive units per transaction. This track aligned employees and educated them on how their daily work impacts the business' bottom line.

- **Third learning track: purpose-led service**

At Timberland, purpose is the centerpiece of our service to consumers. In addition, we are striving to transform associates from salespeople to brand ambassadors. This track refreshed that feeling of purpose and reminded us to communicate our values throughout the sale.

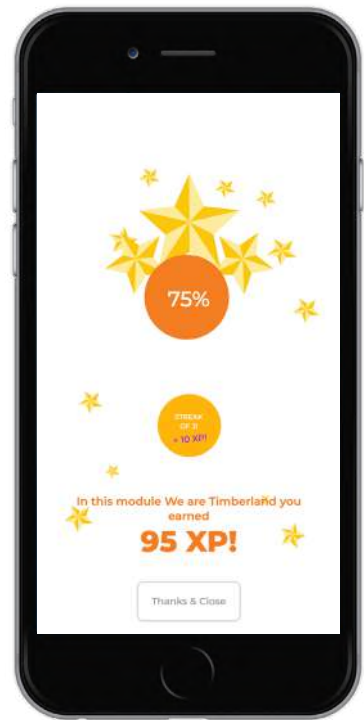
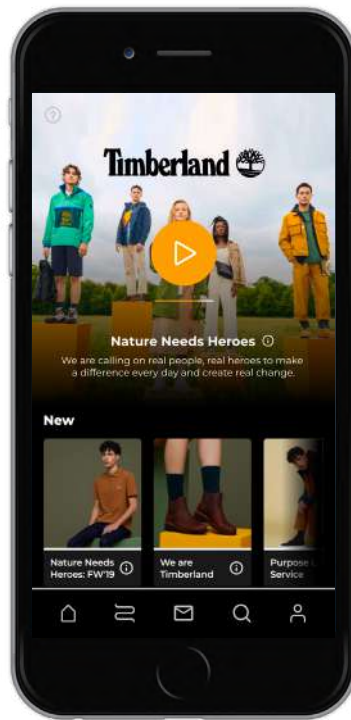
- **Fourth learning track: omnichannel**

This one was a very key track as it started to introduce changes that were being rolled out across their stores. It was the first step they took in showing their associates that the role of the store was going to change.



***"Our stores are going to go from traditional retail to becoming distribution and pickup centers for shipping towards our e-commerce customers."***

*Brian Bodnar, Director retail operations  
and customer experience, Timberland EMEA*



***"We see that our associates need upskilling and reskilling. The past few months have demonstrated how we can be agile and quickly reach our associates and consistently prompt change through MobieTrains platform."***

*Brian Bodnar, Director retail operations and customer experience, Timberland EMEA*



## Outcome & Benefits



The main goal and mantra for Timberland is: "How do we get back to better? What can we learn from a crisis situation like the Covid-19 pandemic and how can we grasp the numerous opportunities that are in front of us?". Through a mobile first learning approach with MobieTrain, Timberland achieved three key benefits:



**Higher conversion rates:**  
70% increase in conversion and positive comparable store sales in most countries



**Omnichannel approach:** making the shift from traditional retail to a hybrid model (distribution, ecommerce, showroom) with microlearning for higher engagement



**Agile and engaged workforce:** reskilling and upskilling; learning content is relevant for each store and market sales associates become storytellers

WE BELIEVE A  
**GREENER FUTURE**  
IS A **BETTER FUTURE**





## About MobieTrain

**MobieTrain**  
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**MobieTrain**  
Change Behaviour. Boost Performance.

Knowledge is our forte, and it is our mission to empower employees with the knowledge that they need to succeed. With mobile-first training, employees are put at the heart of their own learning and development, which leads to better customer experience, employee engagement and impacts business' bottom line.

Our vision is to define the global standard for mobile learning to boost productivity and sales in the workplace, one employee at a time.