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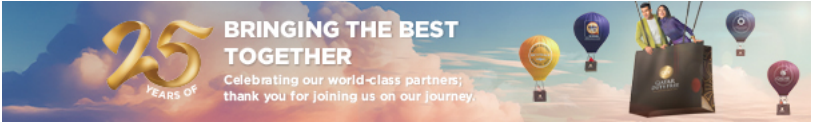
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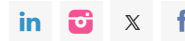
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Travel Retail gains insights from research on 'Learning by Listening'

By Jill Sayles in Insight, Latest News December 11, 2025

White Paper maps how podcast microlearning can help retailers drive spend-per-passenger



AI-first audio learning tool for frontline teams, **Narraid**, has published a new research-based manuscript and white paper titled **Learning by Listening: How Podcast-Based Microlearning Can Help Travel Retailers Build Stronger Frontline Teams**.

The work brings together independent academic research on educational podcasts, microlearning, multilingual training, and conversational multimedia design, then separately examines how those findings can be applied in airport and travel-retail environments where spend-per-passenger is under pressure.



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The literature review shows that educational podcasts are widely used in higher and medical education and can match or outperform traditional lectures for knowledge gains when used as part of a blended approach. Microlearning studies further indicate that short, focused lessons of around 3–10 minutes are particularly effective for improving retention, motivation, and completion.



Cognitive-science research adds that people learn better when narration is delivered in a conversational tone and a natural human voice, rather than as a formal script or synthetic voice, while workplace-training studies highlight the importance of native-language and localised content for comprehension and safety.

Narraid Co-founder, Melvin Broekaart said: “We wanted to step away from the product conversation and ask a simpler question: what does independent research actually tell us about learning by listening?”

“The evidence is remarkably consistent. Short, native-language, conversational audio is one of the most evidence-aligned ways for retailers to help busy frontline teams actually learn—and remember—brand stories.”

The white paper then translates these findings into practical design principles for brand owners and retailers: shift part of training into 3–5 minute units, use conversational storytelling in human voices, deliver episodes in staff's native languages, and embed listening into daily routines such as commutes and breaks.

The findings align with the format Narraid already uses, short, natural-sounding audio episodes in multiple languages, making the research a clear explanation of why this approach resonates so strongly with frontline teams.

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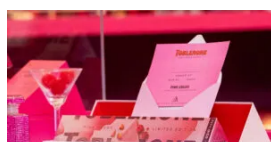
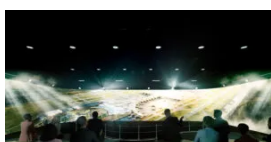
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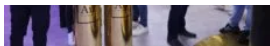
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