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Introducing Narraid: Bridging brands and the shop floor

The new platform aims to train retail staff with brand knowledge to deliver consistent stories and stronger sales worldwide

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Narraid trains staff through short pod-cast style lessons

Travel retail innovator and expert Melvin Broekaart is set to showcase a new Narraid platform designed to bridge brands and the shopfloor during this year's TFWA World Exhibition.

According to Broekaart, frontline staff are the most important touchpoint between travelers and brands in airport retail and F&B. Research shows that confident staff interactions drive conversion, basket size, and traveler satisfaction. But with large, multilingual, and constantly rotating teams, keeping everyone trained has always been a challenge.

Narraid solves this with a simple audio app that trains travel retail staff on brand knowledge through short, podcast-style lessons. Staff listen on their phones, repeat as needed, and build real confidence in displaying knowledge and telling brand stories.





Narraid content is available in over ten languages

The AI driven platform complements, rather than replaces, traditional training. Tastings and hands-on sessions remain vital. Narraid delivers the theory—brand stories, provenance, hero SKUs, sustainability facts—through a mobile, multilingual, and scalable channel.

For staff, training feels intuitive and fun. Content is available in over ten languages, with quizzes and gamification to keep learning engaging. Staff can even learn on their commute, making training a natural part of the day.

For retailers, Narraid means faster onboarding, higher conversion, and proof of investment in staff development. For brands, Narraid ensures consistent knowledge and storytelling across thousands of stores—and enables them to share news of new launches, promotions, and updates with floor staff in their native language within just a week.

As Narriad's Co-Founder Broekaart explained, "Narraid bridges the gap between brands and

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the shop floor, giving staff the tools and confidence to deliver consistent brand knowledge and stories—and create sales impact in every language, for every colleague, in every store."

Appointments for TFWA World can be made at:

<https://narraid.com/cannes/>

Travel retail