

Narraid | Press Release

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Narraid: Bridging Brands and the Shop Floor

training retail staff with brand knowledge to deliver consistent stories and stronger sales worldwide

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.

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 **10+ 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.

Co-Founder Melvin Broekaart explains:

“Narraid bridges the gap between brands and the shop floor, giving staff the tools and confidence to deliver consistent brand knowledge and stories—and create sales impact in every store, in every language.”

Narraid will be showcasing its solution at **TFWA Cannes** this October. Appointments can be made at: narraid.com/cannes

FOR MORE INFORMATION, PLEASE CONTACT:

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* Source:

Pi Insight, 2025:

- ‘41% of shoppers said staff advice helped them decide between products.’
- ‘20% of shoppers said they would not have purchased at all without staff input’

mIndset, 2025:

- ‘73% of shoppers influenced by staff said they were positively swayed by the interaction.’

Narrate [nəˈreɪt] - to tell a story

Aid [eɪd] - a piece of equipment that helps you to do something

