RETAIL TRAINING IMPACT REPORT

# iFi iDSD GR 2

*National retail engagement, product knowledge and frontline market intelligence*

## 137 RETAIL STAFF ENROLLED

**943 recorded knowledge and feedback datapoints**

**Prepared by Jackrabbit**

EXECUTIVE IMPACT

# A focused programme with measurable commercial value

**Jackrabbit built, hosted and activated a dedicated product training programme for UK specialist retail staff, creating both knowledge transfer and a valuable stream of customer-facing market intelligence.**

| | | |
|---|---|---|
| **137** retail staff enrolled | **78%** course completion rate | **90%** average course progress |
| **95** unique quiz participants | **82** feedback submissions | **943** recorded datapoints |

**WHY THIS MATTERS**

The programme did more than distribute product information. It created a trained retail audience, measured what staff retained, identified the strongest sales messages and captured the questions and objections heard on the shop floor.

## What Jackrabbit delivered

- A dedicated, hosted iFi iDSD GR 2 training experience for frontline retail teams.
- Retailer activation and learner engagement across a predominantly Richer Sounds cohort.
- A five-question product quiz that generated 560 answer-level knowledge datapoints.
- A five-question feedback survey that generated 383 recorded open-text responses.
- Commercial analysis that translates training results into sales messages, retailer support priorities and launch actions.

Source: course platform overview, quiz export and feedback export supplied by Jackrabbit, 11 August 2026.

RETAIL REACH

# Direct access to the people influencing purchase decisions

**All 137 learners were retail staff. The cohort was dominated by Richer Sounds employees, with participation from Peter Tyson, Future Shop and other specialist retailers.**

### A NATIONAL RETAIL MULTIPLIER

The largest participating group sits within Richer Sounds, a retailer operating 51 stores nationwide. The value of the programme therefore extends beyond individual completions: trained staff can influence daily demonstrations, recommendations and customer conversations across a major UK specialist network.

## Participating retail environments

| Retailer | Role in the cohort | Current retail footprint |
|---|---|---|
| **Richer Sounds** | Dominant participant group | 51 stores nationwide |
| **Peter Tyson** | Specialist independent retailer | Carlisle, Newcastle and Workington |
| **Future Shop** | Specialist AV and hi-fi retailer | Borehamwood base with UK-wide reach |

Richer Sounds reports 51 stores nationwide. Peter Tyson lists three physical locations. Future Shop describes itself as a leading UK specialist in high-performance AV and hi-fi cables and accessories.

## Evidence of broad branch participation

Named Richer Sounds business accounts in the exports included Bromley, Holborn, Kingston, Manchester and Norwich, alongside many further RS-coded accounts. A large proportion of retail staff used personal email addresses, so the visible company-domain count materially understates Richer Sounds representation.

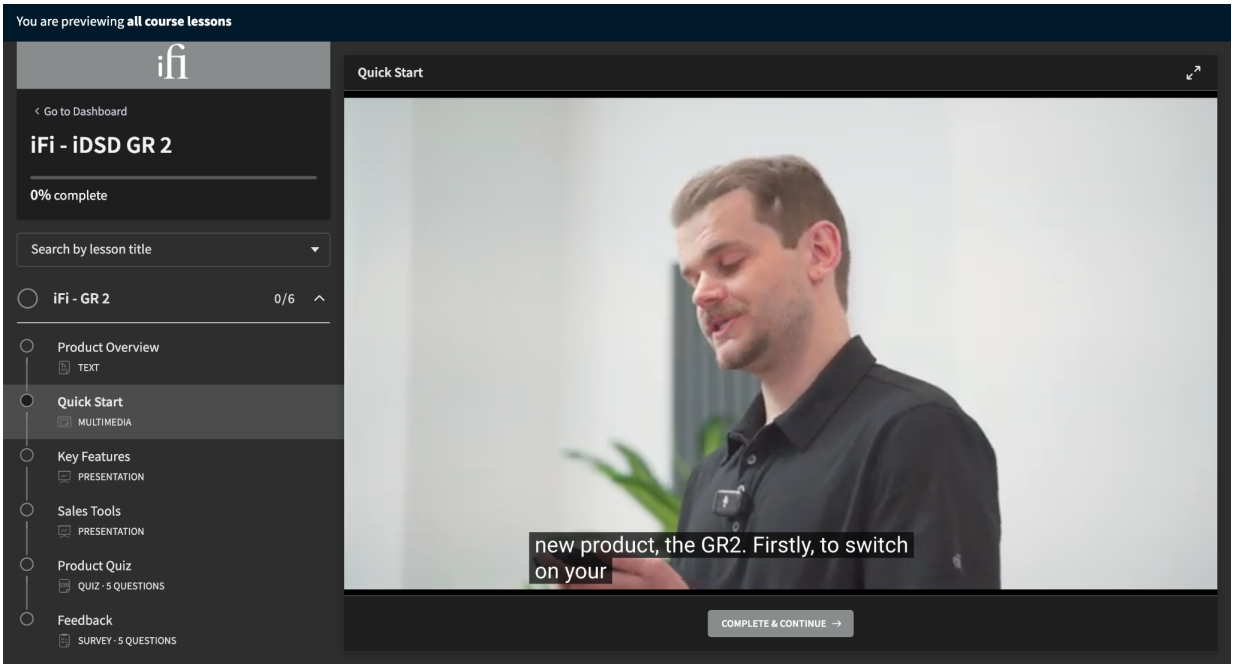
### FRONTLINE RELEVANCE

These responses came from people dealing with customers every day. Their feedback reveals what shoppers ask, which specifications matter in a real sales conversation and where product demonstrations or supporting materials can remove friction.

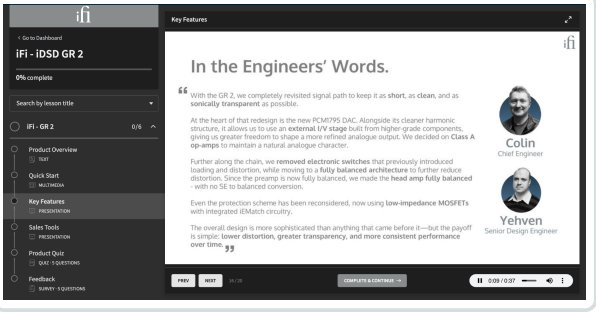
TRAINING EXPERIENCE

# Practical product learning built for the retail floor

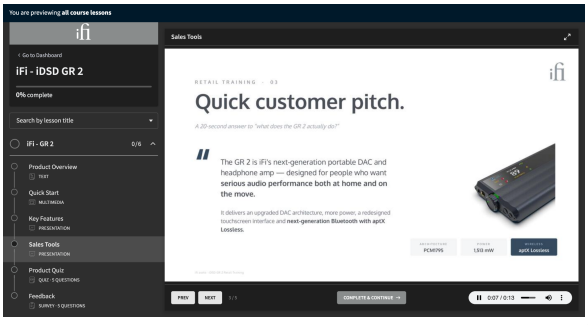
**The course combined product orientation video guidance core features and customer-ready selling points in one focused learning path**




QUICK START VIDEO




KEY FEATURES




SALES TOOLS

Source: Jackrabbit-hosted iFi iDSD GR 2 training course screenshots, 13 August 2026.

KNOWLEDGE OUTCOMES

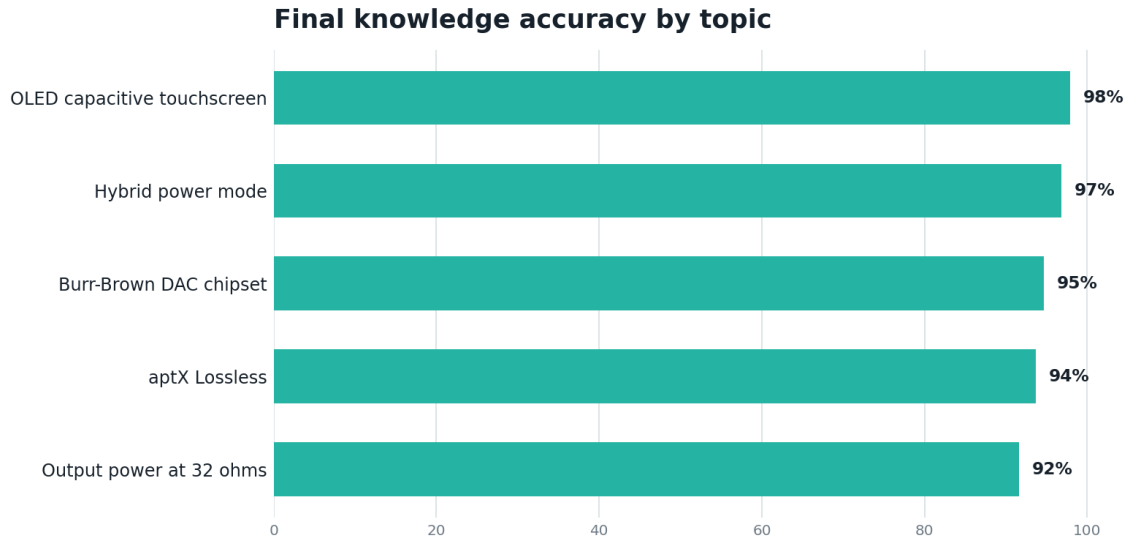
# Product knowledge was exceptionally strong

**94.9%**
final average quiz score

**99%**
achieved at least 80%

**73**
perfect final scores

**100%**
of retakers improved




Final recorded attempt per participant (n=95).

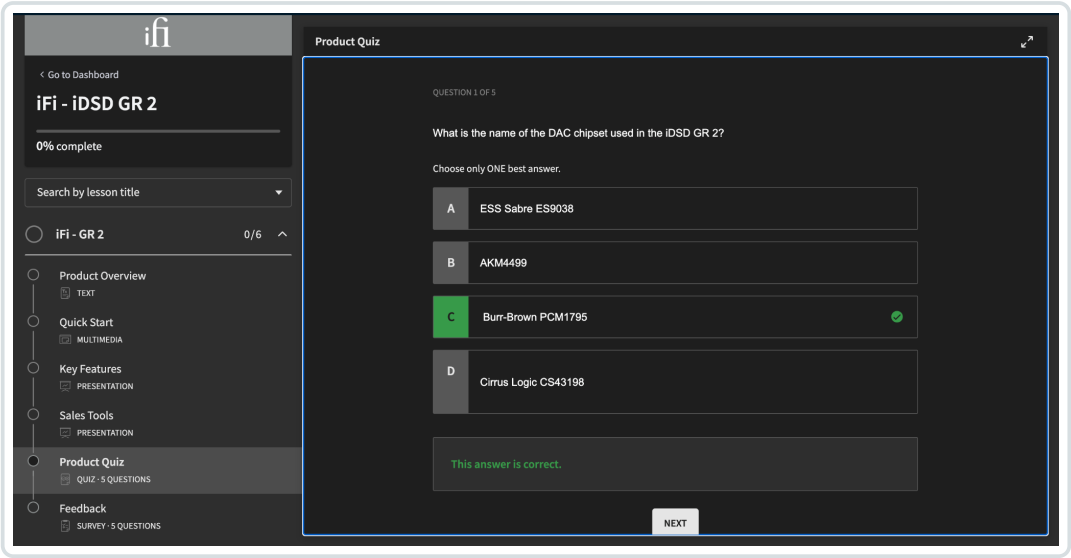
## STRONG RETENTION AND REINFORCEMENT

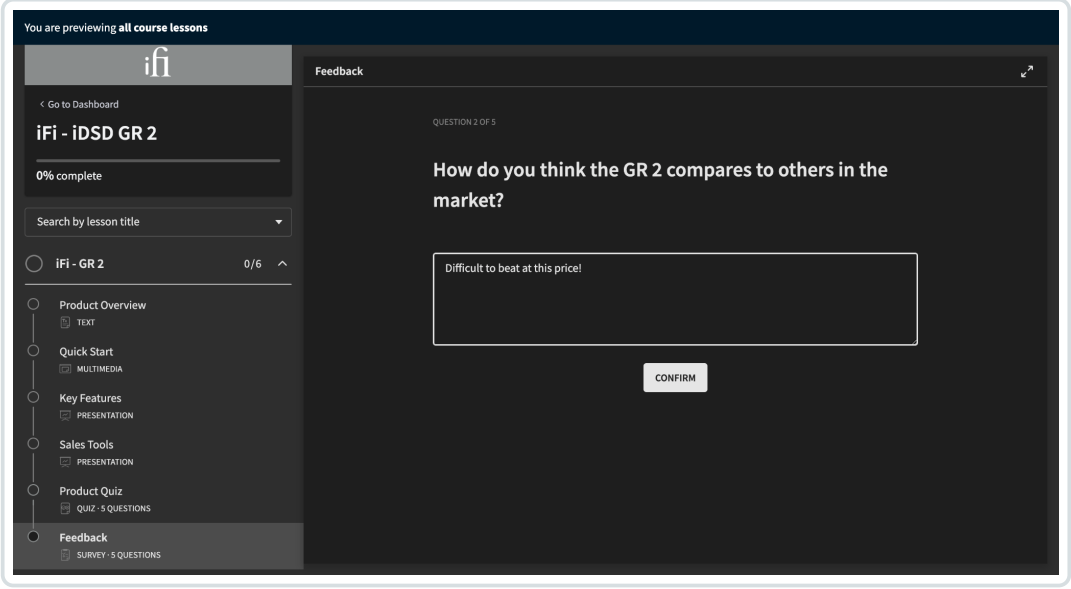
Every tested product topic achieved more than 91% final accuracy. Nine learners retook the quiz and every one improved, gaining an average 28.9 percentage points. Across the cohort, the average moved from 92.2% on first attempts to 94.9% on final attempts.

KNOWLEDGE AND FEEDBACK

# Assessment and frontline insight were built in

**The product assessment verified understanding while the feedback survey captured real views from retail staff speaking with customers every day**




Source: Jackrabbit-hosted iFi iDSD GR 2 training course screenshots, 13 August 2026.

FRONTLINE MARKET VIEW

# Retail staff saw a highly competitive product

**Market comparison: substantive frontline responses**




53 positive responses; 6 reserved judgement pending stock, listening or comparison. 19 low-information entries excluded.

**Among substantive market-comparison responses, 90% were positive. The small number reserving judgement mainly wanted stock, hands-on listening or a direct comparison before reaching a final view.**

*“In terms of features, it is hard to beat.”*

*“Premium design at an affordable price, packed with features. I see this product as a front runner against the competition.”*

*“I think it really stands apart as a unique and desirable product.”*

*“A spec-packed product that, as a store, we are actively behind selling.”*

Anonymous retail staff comments. Quotes lightly edited for spelling and capitalisation only.

### THE MAIN BARRIER WAS ACCESS, NOT PRODUCT APPEAL

The most consistent reservation was the need to hear or demonstrate the product. This creates a clear conversion opportunity for demonstration stock, headphone-pairing guidance and side-by-side comparison support.

SALES MESSAGING

# The OLED touchscreen is the standout retail hook




Non-exclusive theme coding from the question: Which key features will help someone with their purchase decision?

**THE CORE RETAIL STORY**

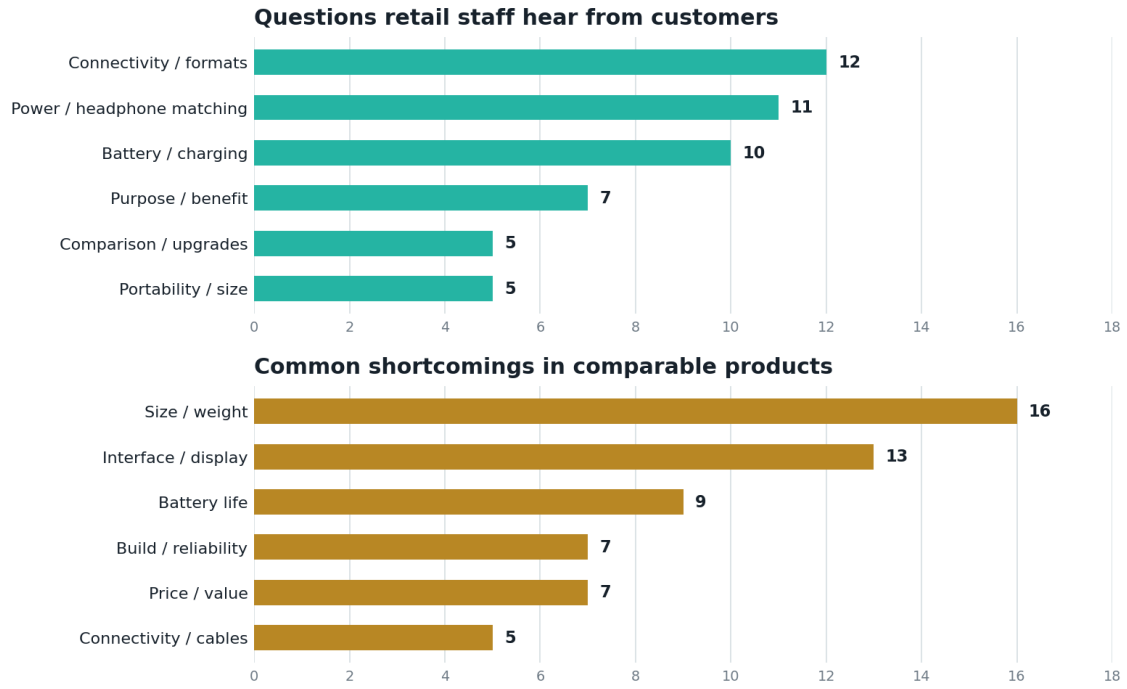
The strongest message is not a single specification. Staff see the GR 2 as a visibly easier-to-use, highly connected and credible high-performance product that can move between portable and desktop use.

## Three sales territories emerged

- **Visible usability:** the OLED capacitive touchscreen makes the upgrade immediately understandable and differentiates the product at demonstration.
- **One-device versatility:** broad connectivity, wired and wireless use, and portable-to-desktop flexibility give staff a simple value story.
- **Performance credibility:** the Burr-Brown DAC, lossless Bluetooth and strong output power support premium headphone recommendations.

CUSTOMER INTELLIGENCE

# The feedback reveals exactly what retail support should answer




Counts are non-exclusive coded mentions from substantive open-text responses.

### THE GR 2 STORY DIRECTLY ANSWERS MARKET FRICTION

Retail staff most often highlighted size, unclear interfaces and battery concerns as weaknesses in similar products. The GR 2 sales story already contains strong counters: an OLED touchscreen, hybrid power management, extensive connectivity and high output in a multi-use platform.

## Priority questions for retailer-facing materials

- Which headphones does it drive best, and how does 1,513mW at 32 ohms translate in practice?
- How does it compare with the previous generation and key alternatives such as Chord and FiiO?
- What are the real-world battery runtime, charging behaviour, size, weight and warranty?
- How does it connect to iPhone and other phones for high-resolution playback, and which cables are included?

COMMERCIAL NEXT STEPS

# Turn strong learning into confident demonstrations and sell-through

**The programme has already created a knowledgeable and positive retail audience. The next stage is to give that audience the comparison tools and hands-on support needed to convert interest into recommendations.**

- **Lead with the OLED touchscreen:** make it the first visual proof point in retailer one-pagers, product cards and demonstrations.
- **Make comparison easier:** create a concise GR 2 versus previous generation and key competitor guide.
- **Prioritise demonstration access:** place demo stock with high-engagement stores and provide a shortlist of strong headphone pairings.
- **Answer recurring questions:** give retailers a customer-ready FAQ covering battery, connectivity, iPhone use, power, size, warranty and included accessories.
- **Build on the trained cohort:** use a short launch update or refresher once stock is live, then connect engagement to store-level sales feedback.

WHAT THE PROGRAMME ACHIEVED

Jackrabbit activated 137 frontline retail staff, secured a 78% course completion rate and 90% average progress, validated a 94.9% final quiz average and generated 943 granular datapoints that iFi can use across sales, training and launch planning.

## Methodology and sources

Course platform metrics were captured on 11 August 2026. Quiz results cover 112 attempts from 95 unique learner accounts. Final quiz outcomes use each participant's latest recorded attempt. Feedback analysis covers 82 survey submissions and 383 non-empty open-text response fields. Themes are non-exclusive and were coded from the written responses. Market sentiment excludes 19 irrelevant or low-information responses.

All enrolled learners were retail staff. Personal email accounts were commonly used for course access, so email domains were not used to determine retail status or total retailer representation. Employer-specific references reflect programme records and known participation.

External retail footprint sources checked 11 August 2026: Richer Sounds store finder | Peter Tyson store finder | Future Shop about page