

FIELD REPORT

**Consumer Electronics
Retail Enablement Edition**

RETAIL RESET | SPRING, 2026

3 THINGS EVERYONE KEPT TALKING ABOUT

**The retail enablement
conversation is changing**

- Customers are more informed.
- Retail is more crowded.
- Brands are under pressure to create certainty in-store.



ACHIEVERS PULSE CHECK

What surfaced most in our conversations



Customer Confidence



Product Differentiation



Faster Enablement



Performance Pressure



Human Connection



HOT TAKE

“Product knowledge
is no longer enough”

Customers already have product information!

What they want is **IN-STORE CERTAINTY!**



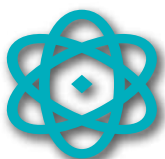
Why It Matters

Brands are no longer judged on training activity alone.

They're being judged on:

- customer experience
- associate confidence
- sell-through performance

TRENDING NOW



AI Educated Customers

Shoppers are coming to stores with research already complete.



Confidence-Based Selling

Associates are expected to guide decisions, not recite specs.



Differentiate Pressure

More brands. More products.
More shelf competition.

WHAT WE HEARD MOST

AT ACHIEVERS 2026



"Keep it simple and useful."
– Retail Associate



"We need fast access to product information on the floor."
– Store Manager



"Customers already know the specs. They need help deciding."
– Brand Rep

"The best learning experiences feel connected to real customer conversations."
– Retail Enablement Leader



"Recognition still matters more than people realize."
– Event Attendee

REALITY CHECK!

Three conversations are reshaping retail enablement .

After spending time at Achievers speaking with retail associates, brand teams, and sales leaders across the consumer electronics ecosystem, a few themes surfaced repeatedly.

*Not just around training.
Not just around engagement.*

But around what actually helps frontline teams create confidence, guide customer decisions, and differentiate products in increasingly crowded retail environments.

One thing became clear:

The role of retail enablement is changing.

Customers are entering stores more informed than ever before. Product categories are becoming more saturated. And brands are under growing pressure to create stronger in-store experiences that influence both customer confidence and sell-through.

Keep reading to learn about the three major shifts we're seeing across retail enablement right now.



RETAIL TEAMS DON'T NEED MORE INFORMATION.

They need confidence faster.

WHAT WE'RE HEARING

Retail associates are navigating increasingly complex customer conversations across expanding product categories, overlapping feature sets, and crowded shelves filled with “good, better, best” purchase choices.

At the same time, customers are entering stores more informed than ever before — often arriving with AI-generated recommendations, online reviews, comparisons, and product research already completed.

The challenge is, no longer, access to product knowledge.

The challenge is helping associates confidently guide customers through uncertainty and “break the tie” between similar products, brands, and SKUs.

The brands creating momentum right now aren't necessarily delivering more training content.

They're creating clearer, faster, more practical enablement experiences that support real customer conversations happening on the sales floor.



Why It Matters

If learning feels disconnected from the realities of the sales floor, adoption drops quickly.

Retail associates don't want systems that slow them down or overload them with disconnected information.

They want practical support that helps them confidently navigate customer conversations, simplify decision-making, and create stronger in-store experiences.

Because in today's retail environment, confidence often matters more than memorization.



REALITY CHECK!

- Customers are more educated before entering stores
- Product categories are becoming increasingly crowded
- “Good / Better / Best” purchase decisions are harder to navigate
- Associates need confidence, not content overload
- Speed and clarity are becoming competitive advantages

WHAT LEADING BRANDS ARE DOING!

The strongest retail programs are focusing on:

- Shorter learning moments
- Faster access to product information
- Mobile-first engagement
- Real-world selling scenarios
- Clear incentives and recognition
- Faster paths from learning to performance



BRANDS ARE SHIFTING FROM PRODUCT KNOWLEDGE TO PERFORMANCE IMPACT

Enablement conversations are moving towards business outcomes.

WHAT WE'RE HEARING

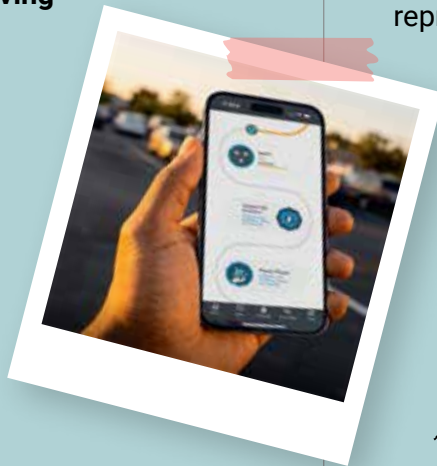
The conversation around retail training is evolving.

More brands are questioning whether traditional learning metrics actually reflect what's happening on the sales floor.

Completion rates and participation still matter.

But leadership teams increasingly want to understand:

- Is enablement improving customer experience?
- Is product knowledge improving associate confidence?
- Is engagement influencing sell-through?
- Is training helping products stand out in crowded categories?
- Are associates better prepared to guide customer decisions?



Why It Matters

The expectation is shifting from training activity to measurable retail impact.

Retailers may still control the store environment, but brands are increasingly being held accountable for the customer experience happening inside it.

From merchandising and assisted selling to training and product representation, the pressure is shifting toward brands to ensure associates can confidently represent products and influence purchase decisions on the sales floor.

That means enablement is no longer viewed as a standalone learning initiative.

It's becoming a customer experience and business performance conversation.



HOT TAKE

“Completion rates don't always equal confidence on the sales floor.”

WHAT LEADING BRANDS ARE DOING!

The strongest programs are aligning:

- Learning
- Motivation
- Incentives
- Product confidence
- Sales behavior
- Performance measurement

Instead of treating them as disconnected systems.



RETAIL ASSOCIATES STILL CRAVE HUMAN CONNECTION

Relationship building still drives energy, engagement, and brand affinity

WHAT WE'RE HEARING

One of the strongest themes throughout Achievers was how much retail associates still value human interaction and brand connection.

Despite the growth of digital learning and AI-assisted information, teams consistently responded to:

- **In-person conversations**
- **Brand interaction**
- **Recognition and rewards**
- **Community experiences**
- **Feeling connected to the products they represent**

The strongest brands at Achievers weren't just trying to educate store staff.

They were trying to create brand affinity — building emotional connection, familiarity, and trust with associates representing their products in store.

Technology matters.

But connection creates momentum



Why It Matters

The brands creating the strongest engagement aren't simply pushing information.

They're building experiences that make associates feel included, supported, motivated, and connected to the broader brand story.

That emotional connection still plays a major role in participation, retention, advocacy, and long-term retail performance



HOT TAKE

“**Brand interaction still drives participation and loyalty.**”

WHAT LEADING BRANDS ARE DOING!

Leading retail programs are combining:

- Digital learning
- Gamification
- Recognition systems
- Community-building
- Incentive structures
- Real-world experiences

To create stronger long-term engagement, brand affinity, and retail performance.

Using the _____



HALIGHT CURRENT

The shift happening in retail enablement isn't about delivering more content.

It's about creating connected systems that help associates build confidence faster, improve customer interactions, differentiate products more effectively, and drive measurable performance outcomes in-store.

That's where the Halight Current framework fits — aligning learning, motivation, engagement, and performance into one connected retail enablement system designed for modern retail environments.

As we continue building the Halight Current resource hub, we'll keep sharing observations, trends, and field insights from across the retail enablement landscape.

WHAT THIS SIGNALS...

The Bigger Shift Happening in Retail Enablement

Across nearly every conversation at Achievers, these things became clear:

- Retail enablement is moving away from disconnected training experiences and toward systems that better align engagement, education, motivation, customer experience, and performance together.
- The focus is becoming less about "more training" and more about creating energized, confident associates who can guide customer decisions effectively in increasingly crowded and complex retail environments.
- The brands winning attention right now are helping associates create clarity where uncertainty exists.

THE HALIGHT CURRENT CONNECTION

The challenges surfacing across retail enablement all point toward the same shift:

Brands need connected systems that help associates:

- **learn faster**
- **build confidence**
- **guide customer decisions**
- **create stronger in-store experiences**
- **drive measurable performance outcomes**

That's the exact type of environment the Halight Current framework was designed to support.



-  **FUEL:** Build product confidence faster.
-  **IGNITE:** Increase engagement and motivation.
-  **EMPOWER:** Support real conversations.
-  **ALIGN:** Connect learning to business goals.
-  **AMPLIFY:** Measure performance impact.

WHERE THIS IS HEADING...

Retail enablement is shifting from disconnected learning experiences toward connected systems that align:

- **education**
- **engagement**
- **motivation**
- **customer experience**
- **performance**

The focus is becoming less about "more training" and more about helping associates create confidence faster in increasingly crowded retail environments