

EMPOWERING THE IN-STORE WORKFORCE

Accelerating information from the boardroom to frontline associates enables employees to be informed customer advisors

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48%

Retailers rank **empowering store associates** a top strategic priority for 2019¹



70%

Consumers say **personalized service** from a sales associate (in store) is an important factor in determining which store to shop.²

TOP CHALLENGES TARGETED FOR SIGNIFICANT INVESTMENT IN 2019³

34%

Retailers named **store communication (WAN/WIFI) upgrade** a top strategic priority for 2019, up from **12%** last year.¹

32%

Employee engagement (training, salaries, flexibility, benefits, self-service HR, etc.)

26%

Turnover and retention in a tight labor market

29%

Top retailers say they've seen an **increase in employee turnover** since the beginning of 2018⁵

\$3,000

The amount it takes on average to replace a typical frontline retail employee⁴

Education and Training

The top area where retailers will start workforce management projects within the next two years (**26%**)⁶

43%

Retailers consider **digital signage** important to in-store personnel training and use it frequently; **22% consider it essential**⁷

Large retailers spend the smallest percentage of their training budgets on tools and technologies (**1%**). On average organizations spent **11% of their budget on learning tools and technologies**⁸

“**Recognition for my contribution.**”

— A top 3 benefit for Gen Z employees⁹

69%

Companies currently use **virtual classroom/webcasting/video broadcasting** as a learning technology, while **30% use mobile applications**⁸

SOURCES: 1 R/S, “16th Annual Store Experience Study 2019, Doubling Down on Transformation” 2 BRP, “2019 POS/ Customer Engagement Survey” 3 R/S, “Digital Transformation Wake Up Call” 4 Hughes 5 Korn Ferry, “Korn Ferry November 2018 Survey of Top U.S. Retailers” 6 R/S, “The 28th Annual Retail Technology Study, Wake Up Call for Digital Transformation” 7 Future Stores and HR Retail, “The Customer-Facing Digital Signage Market in Retail Through 2021” 8 Training, “2018 Training Industry Report” 9 EY, “Next-Gen Workforce: Secret Weapon or Biggest Challenge?”

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