

WHITE PAPER
RETAIL



6 Ways Technology Empowers Employees and Lifts In-Store Experiences

Power your people with next-gen task management and communication solutions



The Ripple Effect of Employee Experiences

According to Gartner, the average customer begins to look elsewhere after **2.3 negative experiences**.¹ While one or two lost customers might not impact your brand greatly, the chain-wide multiplier effect of widespread dissatisfaction can seriously damage customer loyalty and future earnings.

But what is causing these negative experiences?

“The connection between a good employee experience and a good customer experience is a well-established one.”²

Positive customer experiences are ultimately the result of fulfilled and engaged store associates, who know precisely what they need to do, where to do it and when. They're at the top of their game executing tasks and responding to changes nimbly, because they're well-informed and inter-connected to their teams.

On the other hand, when employees don't know what to do or where to do it, less work is completed, overall leaving stores with issues that can impact on-shelf availability, checkout speed, employee engagement, labor turnover and even abandoned carts. The end result is typically more negative experiences for employees, customers and ultimately—lost revenue.



The Retail Challenge

Labor Market Issues



Retail associate resignations have risen **24%** over the past two years³

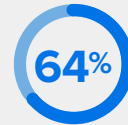


of business leaders today expect their 2022 potential gains to be hampered by employee shortages³

Rising Customer Expectations



of consumers feel brands fail to meet their experience standards⁴



of people find customer experience more important than price during a purchase⁵

Need for Convenience



of consumers say flexible blended shipping options like **BOPIS** are important to them⁶



of consumers are choosing fulfillment options like **curbside pickup** or **click and collect** to receive their orders on time⁶

Key Causes of Disengaged Associates and Reduced Experiences:

1. Lack of clear communication
2. Inability to correctly prioritize tasks
3. Difficulty confirming task completion
4. Inability to detect or prevent loss
5. Insufficient training or onboarding

How to Reengage and Empower Employees

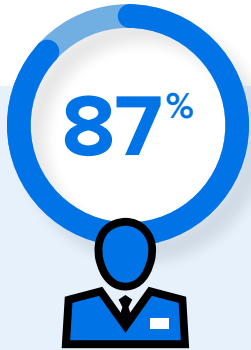
Help Employees Power Through Tasks

Remove pain points and confusion by giving your team exactly what they need to better visualize and communicate with each other. By implementing a comprehensive and well-integrated task management and communication technology strategy, you'll generate new chain-wide confidence and satisfaction that fulfills shopper demands and creates positive store outcomes.

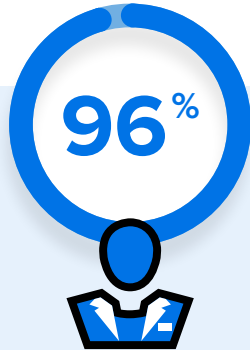


How to Win at In-Store Execution

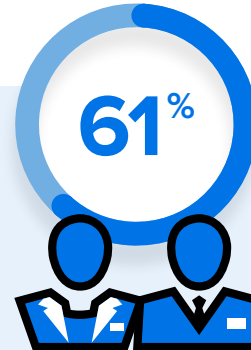
Deploy strategies that engage employees and delight customers



87% of business leaders agree that prioritizing worker happiness provides a competitive advantage⁷



96% say doing so makes it easier to retain top talent⁷



61% of associates view their employer more positively for providing them with mobile devices and technology⁸

What It Takes

Putting easy-to-use, versatile devices in the hands of your front line is not only a critical part of your task management and communication strategy, but also an integral part of attracting and retaining staff. Place the power back in their hands, so they can see what they need to do next, report and get credit for completed tasks, communicate issues quickly and get answers securely in the moment.



Solve Your Employee Pain Points with Cutting-Edge Technology

Use modern task management and communication tools to get ahead

Here's how a complete solution helps:

1 Save Time Through Labor Efficiency

Recover wasted time and increase overall employee productivity with a regularly refreshed and prioritized task system. Enable staff to see all communications within a single platform and quickly search for relevant messages right in the palm of their hands, without needing to scan through months of emails on a desktop computer.

2 Get Better ROI from Associate Training

Engage and retain new employees by optimizing onboarding and task management training. Choose an intuitive and accessible tech experience that centralizes all calendars and showcases weekly plans in an easy-to-use, color-coded interface that can be accessed on multiple device types.

3 Boost the Customer Experience

Cultivate consistent, positive store experiences with employees who can spend more time with customers and perform high-value tasks such as managing inventory, manning self check-out and answering questions on the floor. With optimized task execution and real-time information at their fingertips on the go, employees will recover more time to spend on customer experience.





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4 Meet Inventory Demands

Dramatically decrease the number of abandoned carts in your stores through more efficient task execution and communication. Satisfy shoppers' needs and up their overall experience by having the exact selection and assortment they want in-stock and on-shelves the moment they need it. Employees can also be more responsive to inventory levels with automated real-time notifications on their devices when stock is running low on shelves.

5 Retain More Employees and Prevent Churn

Grow employee satisfaction and boost workforce morale with greater clarity, transparency and direct communication. With greater mobility and a more visible and automated task management system, associates will not only reduce the need to sit down, sift through data and manually report communications, but also receive instant acknowledgement and credit on the go for their completed tasks.

6 Increase Operational Visibility

Employing a more holistic view of retail operations allows store operation leaders to better track on-shelf availability, shrink issues and identify tasks that are not being completed. It also helps leaders quickly adapt to sudden changes in demand and respond with agility by prioritizing the right tasks to the right people at the right moment.

Happier Associates. Better Stores. Optimized Outcomes.

One of the most important and profitable results a store receives from flawless task management and communication is happier associates. When associates can clearly understand what's expected of them, earn recognition for completed work and communicate their needs in real-time, they will feel more heard, empowered and engaged. This translates to better outcomes for your stores chain wide, like El Super which saved \$1 million in shrink-related issues, or Vera Bradley, which raised their on-time completion rate of corporate-generated tasks from 40% to 95%.

“The most important benefit that we gained out of this task management system was time savings at every level. Today, the stores can communicate faster, deliver solutions faster and it makes us happier.”

– Operations Project Manager, GATE Petroleum





Elevate Store Experiences Get Started Now

To reach the ultimate in-store execution, performance and employee engagement, you'll need more than the right combination of interoperable solutions. You'll also need the right partner to help implement and support—and who better than a trusted retail technology leader with more than 50 years of experience?

Let's solve your retail task and communication pain points together
With Zebra, you've got this.

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Sources:

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