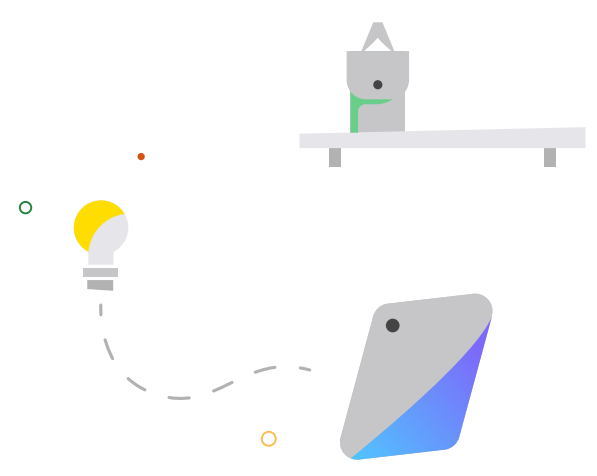


HOW TO ENGAGE YOUR RETAIL EMPLOYEES

Engaged employees are the key to an impeccable customer experience. And for retailers, customer experience is everything.



The Role of the STORE ASSOCIATE

Since the rise of online shopping, store associates have become brick and mortar's main advantage over their e-rivals.

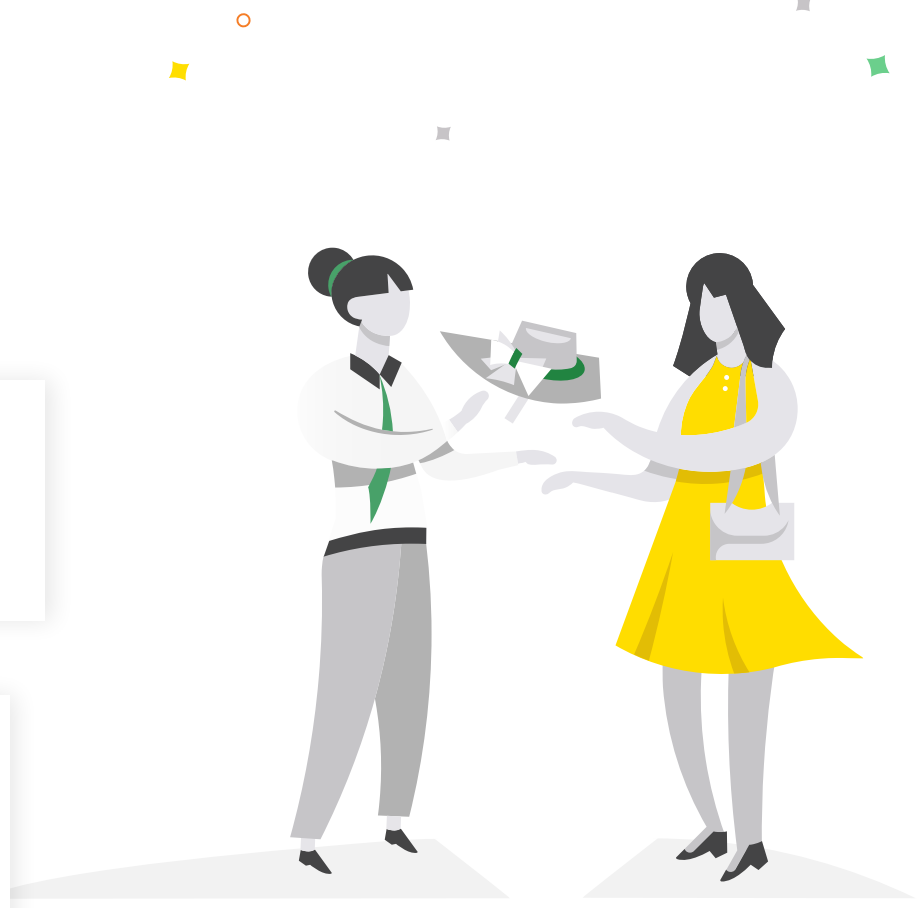
But working in retail is stressful. It's difficult for employees to constantly stay engaged in their work.



41% of retail employees hardly ever look forward to going to work.



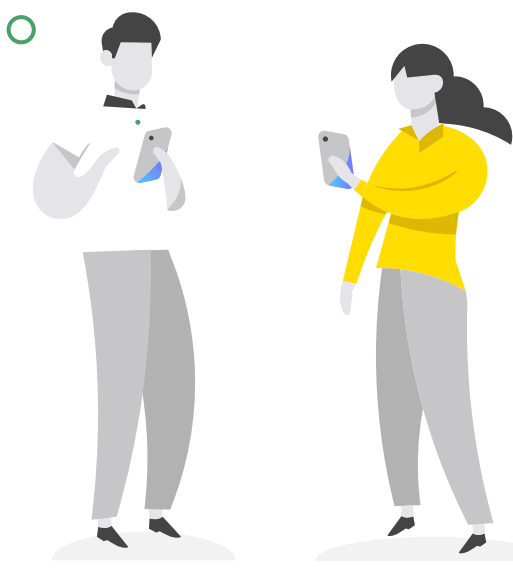
Unengaged employees cost the global economy 7 trillion every year.



What Does EMPLOYEE ENGAGEMENT Really Mean?

Engaged store associates:

- Derive personal satisfaction from helping customers and going above and beyond
- Care about their success individually, as a store team and as a company
- Feel an emotional connection with their organization and the brand



Why is Employee Engagement CRITICAL FOR SUCCESS in Retail?

Engaged employees:



Increase conversion rate



Increase store compliance



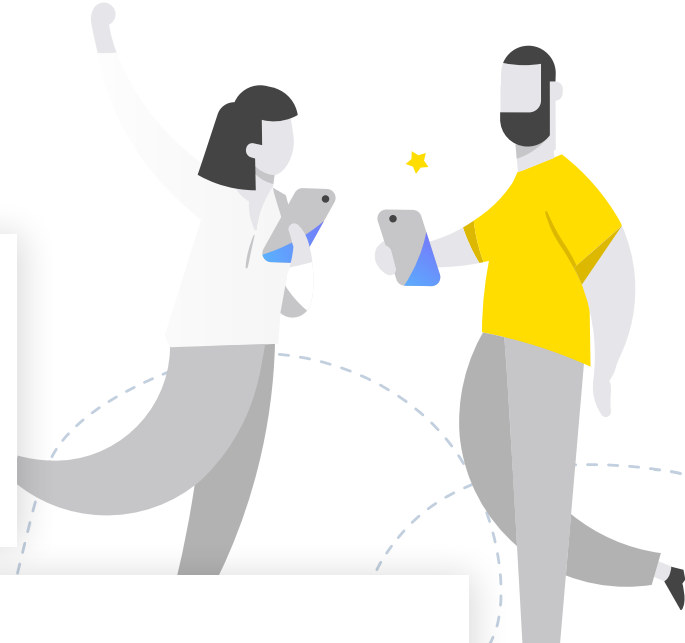
Turnover less



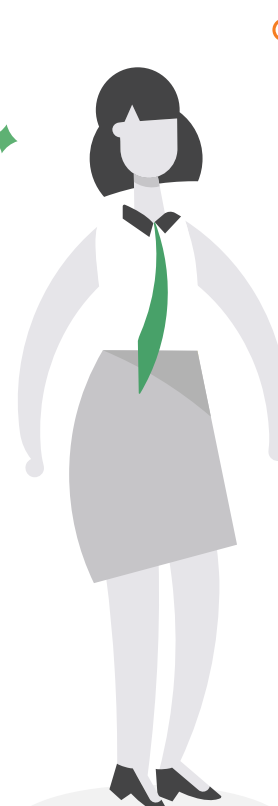
Improve customer experience



Increase profit - Engaged employees make 69% more sales



Root Causes of Unengaged Employees: 7 QUESTIONS TO ASK



- Are we investing enough in the employee experience?
- Are messages from HQ being communicated clearly enough?
- Could relationships between store teams and managers be improved?
- Are we appreciative enough of our store associates?
- Are we clearly communicating our values and mission to employees?
- Are we providing enough opportunities to grow?
- Are we offering enough incentives?

How to EFFECTIVELY ENGAGE Your Retail Employees:

1



Equip store teams with the tools and technology to eliminate friction in daily tasks, so they can focus their efforts on customers.

2



Adapt training to the realities of deskless work, so employees actually have the time and inclination to learn and retain information.

3



Show employees the meaning and value in what they do, and how they contribute to the success of the brand.

About YOOBIC

YOOBIC is an all-in-one platform that helps multi-site businesses such as retailers, restaurants and hotels deliver the perfect customer experience across every location.

With YOOBIC's collaborative, easy-to-use training app, every employee is empowered to continuously improve skills and knowledge and always be at their best.

GET A DEMO