

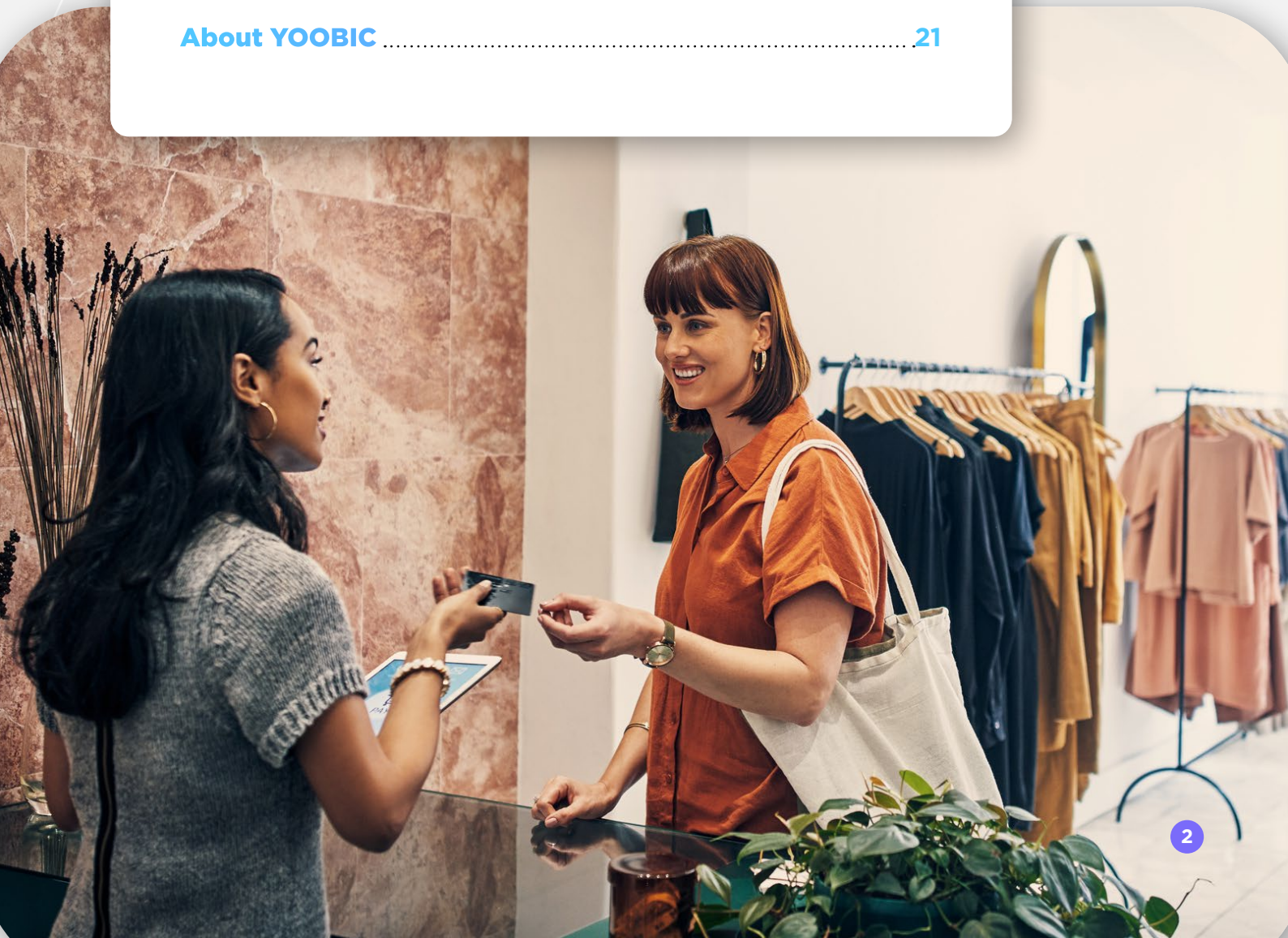


RETHINKING RETAIL OPERATIONS: 5 STRATEGIES FOR BETTER STORE PERFORMANCE

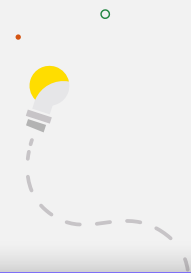
YOOBIC

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Retail's resurgence has created a **perfect storm** for stores



200%

increase in foot traffic



50%

of US consumers intend to treat themselves



14

consumer confidence is at a 14 month high



90%

increase in retail sales in April 2021 VS April 2020

Globally, there are signs we can't ignore that after a year of job losses, bankruptcies and a seemingly endless cycle of stores closing and reopening, brick and mortar retail is experiencing a reboot.

UK retailers have experienced the [sharpest acceleration in retail sales since 2018](#), and [foot traffic increased by almost 200%](#) within the first week of retailers reopening. 50% of US consumers intend to treat themselves after a tough year, and [consumer confidence is at a 14 month high](#).

But even with the light at the end of the tunnel steadily getting brighter, retailers shouldn't forget the hard lessons learned over the last year. That's because they'll help stores adapt to their new roles in a future that's still unpredictable.

Just a few of the challenges stores will have to square up to during retail's resurgence.



Fewer stores & employees



Surge in foot traffic



Heavier workloads



Intense hiring competition

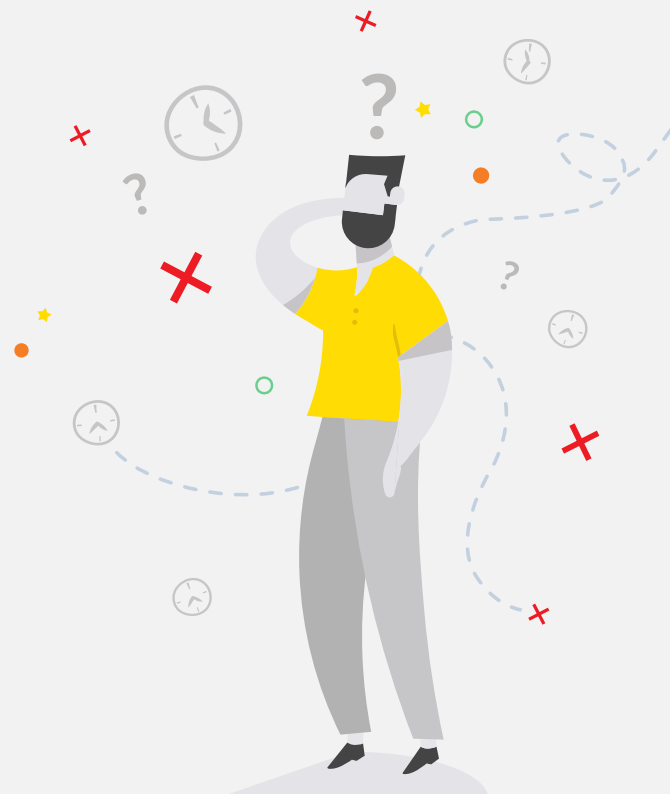


PERFECT STORM FOR STORES

How can retailers help stores overcome these challenges and ride out the uncertainty without sacrificing store performance? By relying on tech so each store can reboot with efficient, agile operations.

Efficient stores consistently maximize their performance and revenue with the minimal amount of resources possible. Agile stores are ready for change and react at light speed without any disruption.

Here are 5 ways retailers use lessons learned over the last year to rethink operations, and by doing so, elevate the performance of every store.



1. DIGITIZE STORE OPERATIONS TO GAIN INSTANT VISIBILITY INTO STORE PERFORMANCE

Lesson learned: Without real-time visibility into store operations, customer experience, safety and organizational agility are in jeopardy.

A direct line of sight into store operations was hugely advantageous before the pandemic. It's now mandatory.

Retailers can't wait days, weeks and even months to find out whether or not store teams have implemented customer experience and safety instructions down to the letter. That's why unless it's in real-time, it's *not* real visibility. Visibility is a prerequisite for agility all retailers need in 2021, because you can't plan for the future without complete awareness of the present.



How to fix it: Digitize store operations to turn everything going on in-store into data you can track, measure and improve.

1. Digitize store tasks, processes and communications, so store data isn't lost in paper, emails, Excel spreadsheets or scattered across disparate applications.

2. Pull this digitized store data from stores in real-time, so teams can collect the information they need to support stores.

3. Automate the interpretation of this data for store, area and HQ teams with AI, so they can take data-driven decisions without needing to be data scientists. That way, they can react to changes in store performance and customer behaviour as they happen.



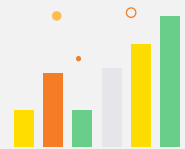
A real-life example:

Trendy fashion retailer The Kooples digitized store operations across their 330 stores in 13 countries.

This digitization gives regional teams and HQ visibility into store performance, which in turn improves store execution. After just 10 months, compliance rates across the entire store network have doubled.

2×

increase in compliance
rates across the entire
store network



THE KOOPLES PARIS



Fashion Retail



330 Stores



13 Countries



**2. IMPROVE STORE
COMMUNICATIONS
TO BOOST
PERFORMANCE
AND EMPLOYEE
EXPERIENCE**

Lesson learned: When retail employees are disconnected from their organization and peers, stores can't perform their best and employees are unengaged.

This has left retailers completely unprepared for the pandemic and the rapidly changing guidelines that have accompanied it.

When store teams aren't in the loop with critical news and updates, they can't perform their best in the most unpredictable retail climate we've ever known. This disconnect also damages the retail employee experience, because store teams can't see how their work impacts the organization's progress and purpose.

74% of Gen Z employees value their job's purpose over its salary, so a disconnect from this purpose makes it harder to attract and retain top talent.

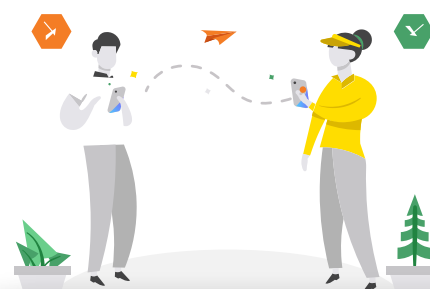


How to fix it: Use accessible, non-hierarchical and engaging store communications to connect retail employees to their organization and peers in other locations.

1. Use mobile devices to make internal communications available to every retail employee, whether they're on the shop floor or in the back office.

2. Encourage store and area teams to share their successes, challenges, feedback and questions to create a community between stores.

3. Use GIFs, emojis and a friendly tone to make internal comms fun to read, and use polls, comments and likes to make them interactive and measurable.



35%

of retail employees feel disconnected from their organization and peers*

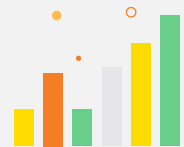
A real-life example:

Fast growing restaurant chain BurgerFi centralized all store communications in a mobile app.

Instantly reaching 3000+ employees with important updates, and making sure they're read and actioned on, has helped BurgerFi build a community, keep staff in the loop during the pandemic and rapidly deploy enhanced safety protocols across the store network.



**Rapid deployment
of enhanced safety
protocols**



Restaurants



130 Locations



3000+ Employees



13 Countries

A woman with long brown hair, wearing a red ribbed sweater, is smiling as she uses a black payment terminal on a counter. The background is a modern office with wooden beams and hanging lights. A large, stylized blue line graphic is overlaid on the left side of the image.

**3. SIMPLIFY
REPETITIVE STORE
PROCESSES TO
IMPROVE CUSTOMER
EXPERIENCE**

Lesson learned: When store teams spend too much time on tasks, customer experience suffers.

Store teams spend too much time completing store processes in lieu of helping, advising and being available to customers.

This problem has grown exponentially worse over the last year because there are fewer retail employees with heavier workloads. That leaves store teams with next to no time to spend on customer experience when it matters most of all. When not managed efficiently, repetitive processes like opening checklists and daily store reports also make the retail employee experience more overwhelming and less fulfilling.

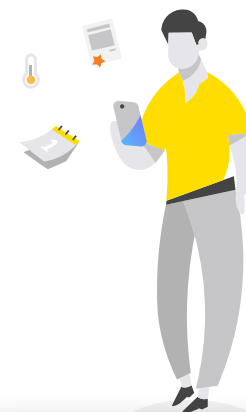


How to fix it: Digitize routine and repetitive processes to strike the perfect balance between fast, accurate completion and giving store associates more time to spend with customers.

1. Get rid of paper-based processes and recuperate the time lost on the printing, filling out and filing away that goes along with it.

2. Merge tools like email, phone and intranet into one. That way, retail employees have everything they need in one place without any juggling of multiple tools and lost productivity.

3. Digitize complex processes involving different people, departments and approvals. Task handovers and waiting for approval is where bottlenecks happen and productivity is lost.



67%

of retail employees are still using paper forms for store processes*

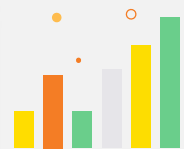
A real-life example:

Leading UK retail pharmacy Boots digitized all store processes like weekly checklists, safety logbooks and merchandising implementation across their 2,400 pharmacies and 16,000 store colleagues.

This has completely eliminated the use of paper in-store, freed up time for store colleagues, and increased completion of daily checks to over 80%.

80%

increase in completion
of daily checks



Pharmacy



16,000 Pharmacies



2400 Locations



**4. DIGITIZE REGIONAL
TEAM PROCESSES
TO SUPPORT
STORES REMOTELY**

Lesson learned: When regional teams rely on in-person visits to support stores, performance declines and costs increase.

Regional teams help each store perform its best through store visits, audits and coaching. Up until last year, these were usually done in-person.

Now, the problem is that there aren't just fewer store associates post-pandemic, but fewer regional and area teams as well. That means each area manager has more stores to support, heavier workloads and even less time to visit each store in person. If the default mode of supporting stores is in-person visits, regional teams simply won't be able to help stores perform their best.



How to fix it: Digitize regional team processes. That way, regional teams can do some of them remotely, which broadens coverage and improves support of stores.

- 1. Open up remote communications** between store and regional teams with video calls, photos and live chats to give regional teams visibility into store performance.
- 2. Delegate simplified regional team processes** to store teams using digitized checklists, pictures and calls.
- 3. Supplement in-person store visits and audits** with remote ones using steps 1 and 2. Regional teams now have broader coverage of each store, fewer travel expenses, and can do more to support each store with less time and fewer resources.



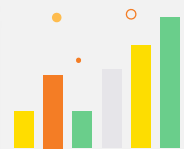
A real-life example:

International fashion retailer The Foschini Group (TFG) used remote store visits to broaden regional team coverage of stores across 8 countries and 2,300 stores.

Regional teams now have better visibility into store performance and travel expenses have decreased by 11%.

11%

decrease in travel expenses



sportscene



Fashion



2,300 Stores



8 Countries

A smiling woman with dark hair, wearing a red sleeveless dress, stands in a clothing store. She is looking towards the camera. In the background, there are shelves with various items and a mannequin wearing a patterned dress. The image has a dark blue overlay with white text and a yellow number '5'.

**5. UPSKILL STORE
TEAMS IN THEIR
FLOW OF WORK
TO DRIVE
CONVERSIONS**


Lesson learned: When retail employees aren't trained with the right training tools, they don't have the knowledge and skills to drive conversions.

Employee knowledge drives conversions. Retailers need those in-store conversions now more than ever.

But “traditional” training (in-person, take-home materials or conventional e-learning courses) doesn't keep up with store associate needs because it's infrequent and not at their fingertips. In fact, [37% of retail employees are trained only once per year or less](#). What's more, most training tools have low adoption rates since they're inconvenient for busy store teams. The result is that training doesn't get completed and/or isn't retained afterwards. And as foot traffic surges, so will retail's hiring needs and the competition for top talent. Employers without proper training programs won't be able to attract or retain the talent they need.

37%

of retail employees are trained only once per year or less.



How to fix it: Tailor training to the retail employee flow of work to give store teams the knowledge they need and the employee experience they want.

1. Use mobile to make training available to every employee, wherever they are. The majority of retail employees — [74% — think mobile app-based training would be easier](#).

2. Make training content short and easily digestible, so it fits into a store associate's flow of work. This means sessions are short enough to do between shifts, and it's easy to find information whenever the need arises.

3. Make training content fun, engaging, competitive and social, so everyone has a reason to come back for more. It's critical to match training to what younger employees are used to, and also to give older employees something refreshing to change things up.

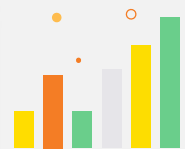
A real-life example:

French fashion retailer Jules deployed a mobile learning app to their 3,000 sales associates in 550 stores across 4 countries.

Now that quick courses and quizzes on products, processes and the brand are available anywhere and anytime, each store associate is completing one learning session per week and customer experience has improved as a result.

1

training session
per week per store
associate



JULES



Fashion



3,000 Sales Associates



4 Countries

Key Takeaways:

Retailers should use tech to boost the performance of their store network and help stores adapt and thrive in retail's resurgence by:



1. Gaining visibility into store operations as they happen to drive performance at scale



2. Connecting store teams to their peers and organization to improve employee engagement, motivation and performance



3. Streamlining store tasks to refocus store associates on customers to improve in-store experience



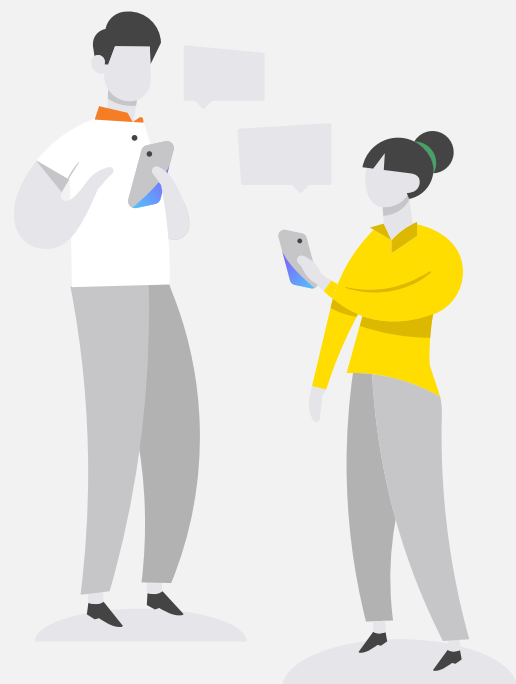
4. Supplementing in-person regional processes with remote ones to better support stores and reduce overheads



5. Training and upskilling store teams in their flow of work to improve team productivity

This isn't a sink or swim period for retail. That's because merely staying afloat is no longer a viable alternative to going under.

By using tech to rethink operations, retailers can blow store performance out of the water while everyone else is treading water.



ABOUT YOOBIC

YOOBIC's digital workplace helps retailers like Lacoste, Boots, The Kooples, Peloton and Redner's Markets drive store performance at scale by giving retail teams the tools to operate stores, communicate and train in the flow of work.

With YOOBIC, retail teams spend 40% less time executing store tasks and boost in-store conversions by 22%, with 100% adoption rates.

See for yourself how YOOBIC can help you rethink retail operations and skyrocket store performance.

LEARN MORE



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