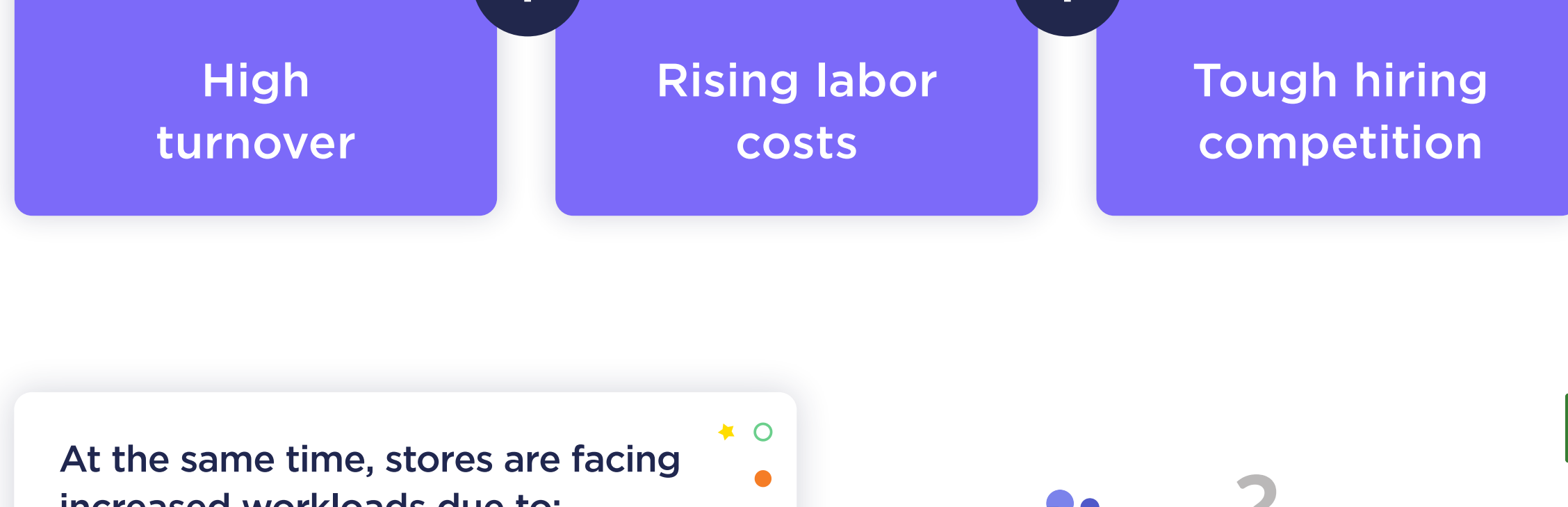


# HOW A FRONTLINE EMPLOYEE EXPERIENCE PLATFORM SOLVES RETAIL CHALLENGES



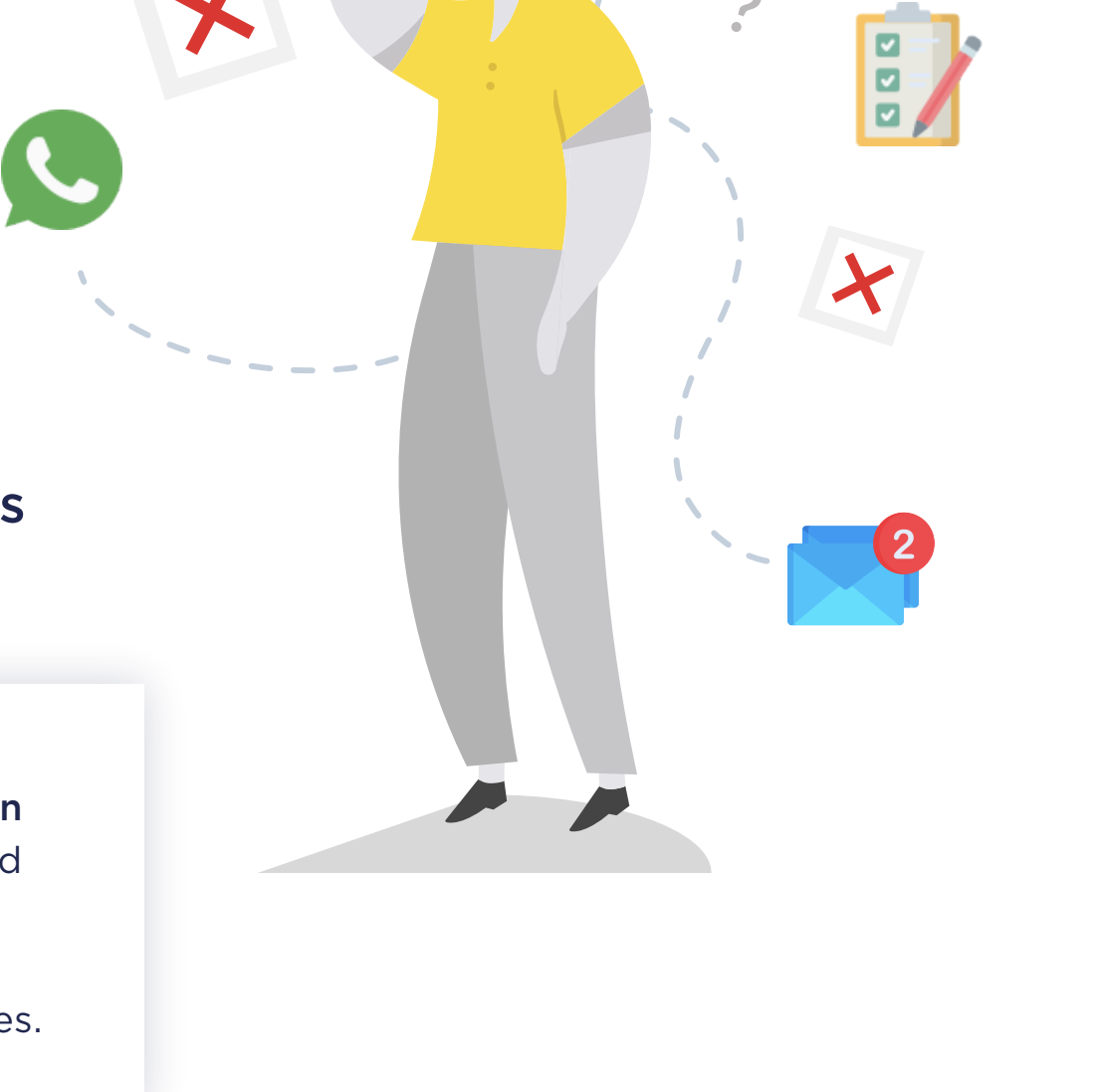
## What are the Retail Industry's biggest challenges today?

Retailers are facing the toughest workforce challenges they've ever known with:

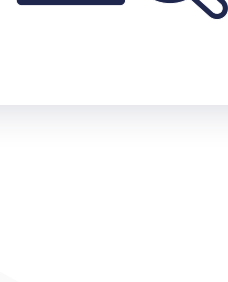


At the same time, stores are facing increased workloads due to:

- Supply chain disruption
- Smaller teams
- Additional omnichannel responsibilities



This expectation to do more with less has posed new challenges to retailers.



A recent survey by Coresight Research of 165 industry decision makers across the US, the UK and Canada established what the biggest challenges are for both managers and frontline employees.

### Challenges for managers

**58%**

say that managing employee productivity is one of their **top challenges**

**39%**

are **struggling with employee communication**

**37%**

point to skills gaps and lack of **employee expertise** as their top challenges

### Challenges for frontline employees

**30%**

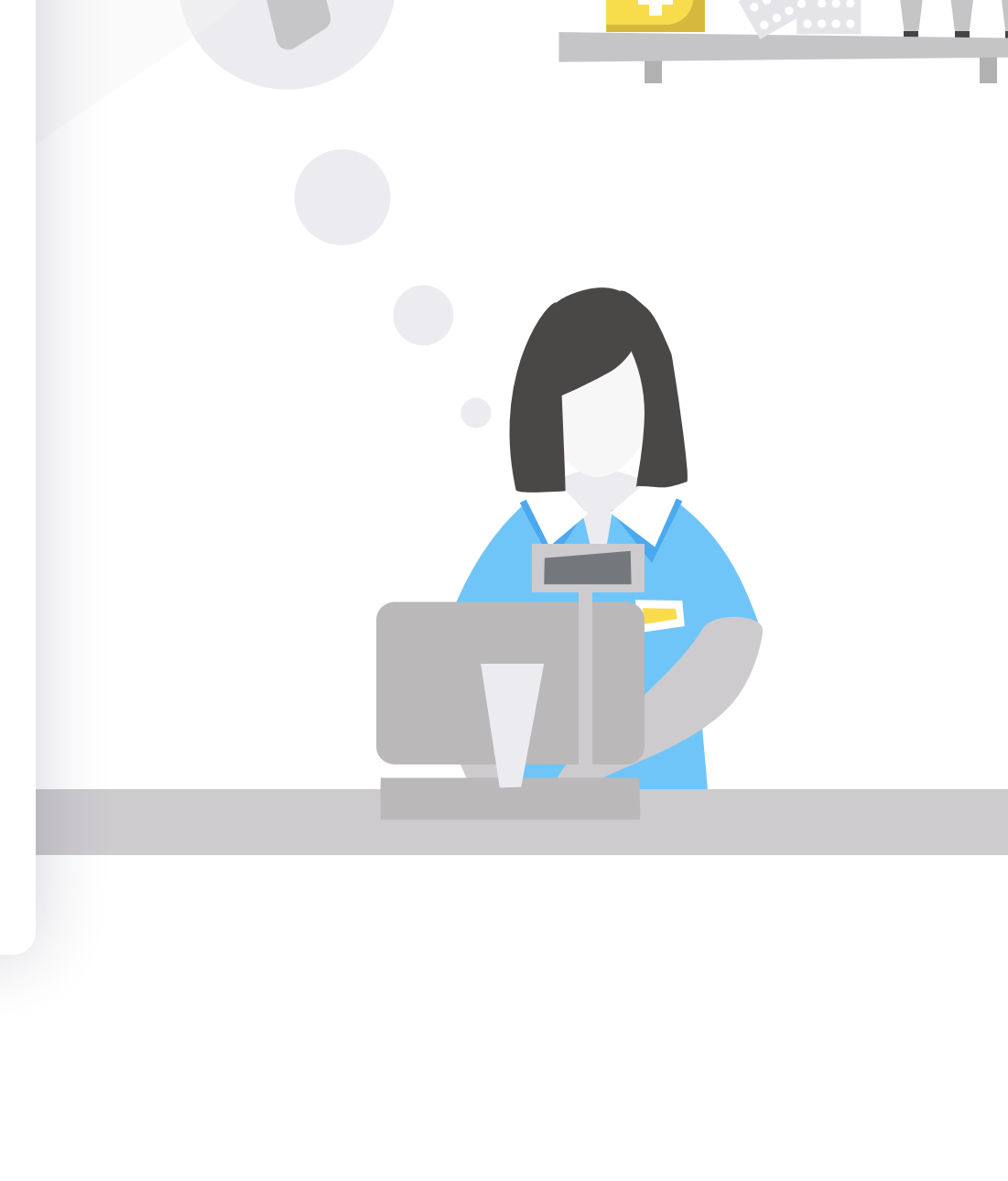
said unproductive task management **prevents them from performing their best**

**49%**

said a disconnect from HQ was **hampering their performance**

**52%**

reported a lack of development and progression as **one of their biggest challenges**



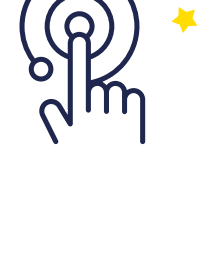
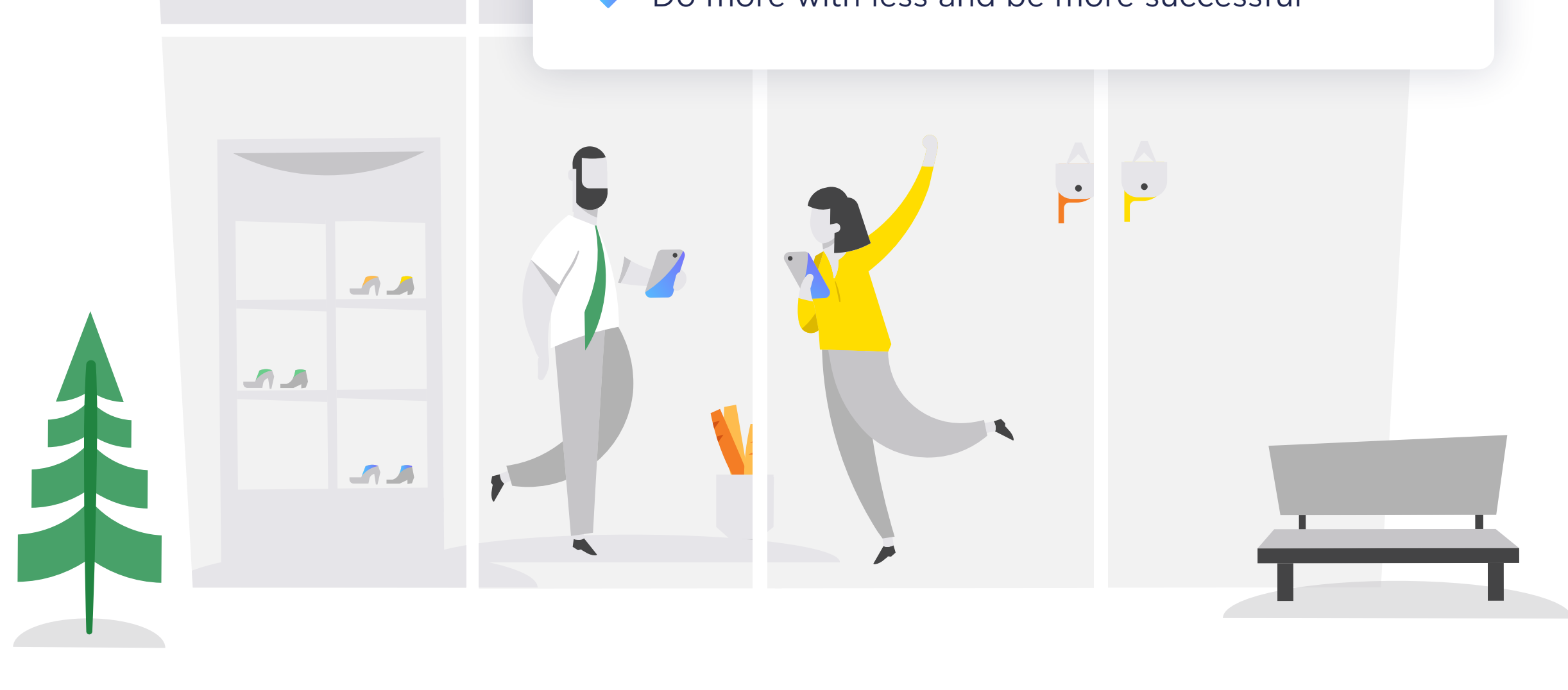
## What's the solution?

**60%**

of Retailers plan to **invest more in technology** than in prior years to overcome these challenges

### A Frontline Employee Experience Platform enables employees to:

- ✓ Easily fit learning into their flow of work
- ✓ Manage tasks more productively and get real-time feedback from managers
- ✓ Feel connected to their colleagues and company
- ✓ Do more with less and be more successful



## What is a Frontline Employee Experience Platform (FEXP)?

A FEXP is an app that creates a digital workplace designed to facilitate daily communications, learning, and task management all in the flow of work. It enables employees to have the resources they need to be successful and perform at the peak of their ability.

A FEXP should provide:

A collaborative space to connect employees across teams, roles, and locations

**76%**

of frontline employees would feel **more connected to their company** if they could access communications on a mobile device

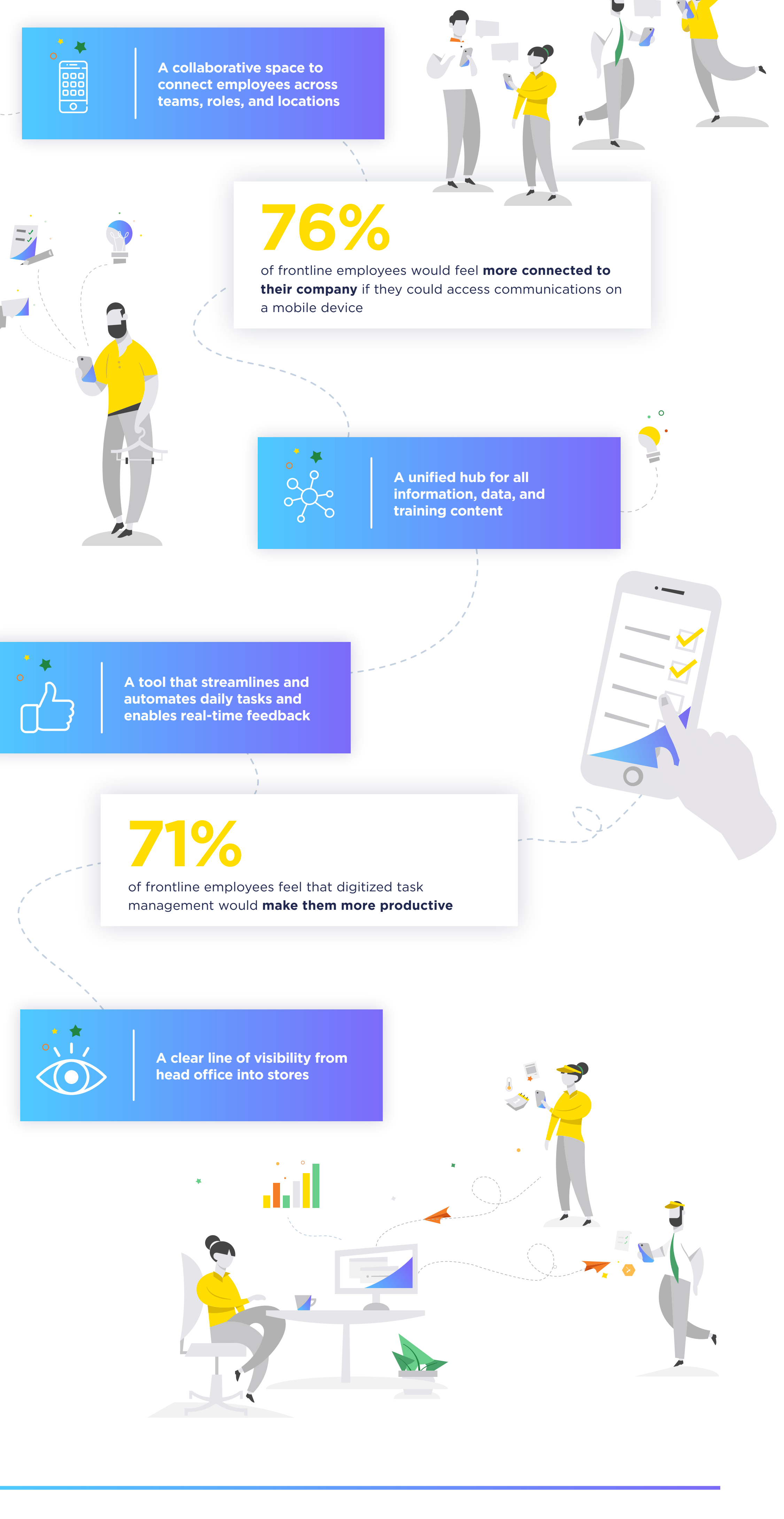
A unified hub for all information, data, and training content

A tool that streamlines and automates daily tasks and enables real-time feedback

**71%**

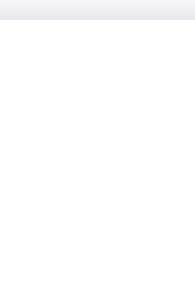
of frontline employees feel that digitized task management would **make them more productive**

A clear line of visibility from head office into stores



## What are the benefits of implementing a FEXP?

Retailers who have implemented a FEXP solution have observed significant improvements in employee experience and performance.



**82%**

of retailers have seen an **improvement in sales**



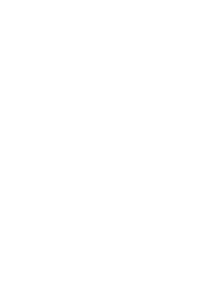
**75%**

have seen **improved engagement** in frontline employees



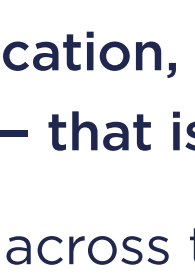
**77%**

have **reduced time and effort** needed to effectively skill, upskill and reskill staff



**79%**

have **reduced costs due to increased store compliance** and a **reduction in the need** for costly store visits



**75%**

have seen **significant cost savings** in task management

The YOOBIC FEXP unifies communication, learning, and task management in one cohesive, user-friendly mobile app — that is easy and fun to use.

To find out why over 350+ Retailers across the world, including Lacoste, Benetton, Puma, and Clarins use YOOBIC to empower, engage, and motivate frontline teams, schedule a demo!

GET A DEMO

