

# The 10 <sup>funniest</sup> Sins of Frontline Retail Team Management

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Retail business practices, employees, and customers are an endless source of inspiration for me. It is fascinating to see how retail constantly reinvents itself through thick and thin. I really enjoyed working on this cartoon series, helping shine a light on frontline teams and celebrating them as heroes. I look forward to watching where this all goes. *Enjoy!*

- Tom Fishburne



## Making Frontline Careers Attractive Again

Retail and hospitality teams are at the heart of our community, it's not a business like any other. I share this passion for these industries with you, and many talented people out there.

I created YOOBIC eight years ago with my two brothers because we realized that although frontline teams represented **80% of workers, only 1% of IT investments** were directed to them. A huge contradiction we wanted to help retail and hospitality organizations address.

Since then, the pandemic hit, putting the spotlight on frontline workers and bringing major digital transformation initiatives to the retail industry. Frontline teams were called “heroes,” and rightly so, but what is left of this sentiment now? Are we doing more than paying lip service to frontline teams?

When speaking to these organizations today, it is encouraging to notice that frontline teams' enablement and engagement are high on the agenda. Times have changed, quoting one leaders' punchline that hit home with me, **“The days where the cash register was the most advanced tech in a store are over.”**

At YOOBIC, we are on a mission to make a better everyday life at work for these teams and make retail careers attractive beyond the so called **“Big Quit”** doom. We believe frontline workers are knowledge workers that deserve the right information and resources to perform their best to deliver impactful results for their organization.

It's refreshing to witness – in the, “Retail in America” tour we're proud to sponsor – that there are a lot of talented people across the country who love working in retail and are proud of their career. Our job as retail leaders is to make them successful.

I would love to hear your thoughts,

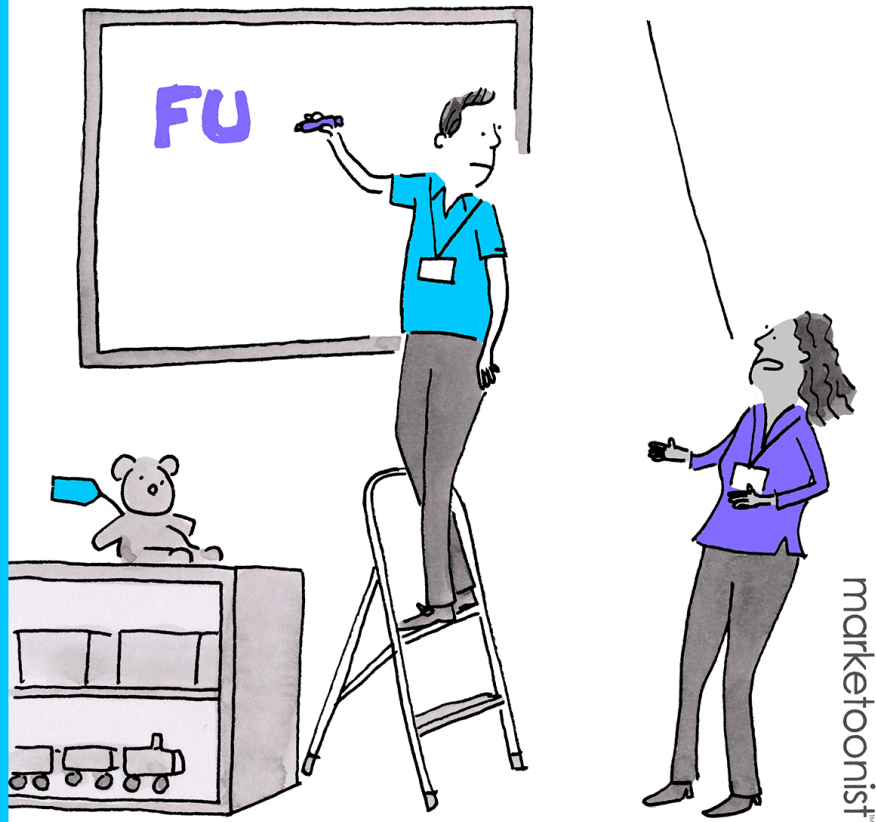
**Fabrice Haiat**  
**CEO and co-founder of YOOBIC**  
**fhaiat@yoobic.com**

*PS: A big thank you to Tom Fishburne, who has been an amazing partner with an acute sense of the retail business.*

# Labor Shortage



We're short-staffed, so you'll have to finish that sign for our "FUN TOY PROMOTION" later.



Is your lack of coverage a curse on customers?

# Employee Burnout



How quickly can you finish  
folding those returns?  
There are customers  
waiting in line.



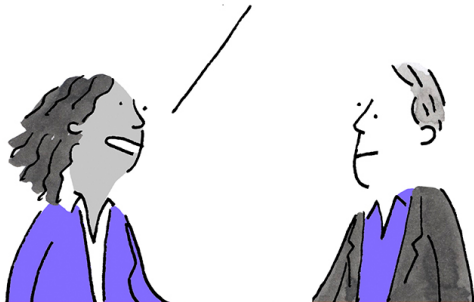
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**Retail work shouldn't feel like climbing Everest.**

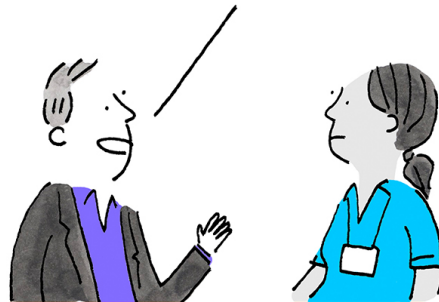
# Employee Communication



We need to boost customer loyalty in-store.



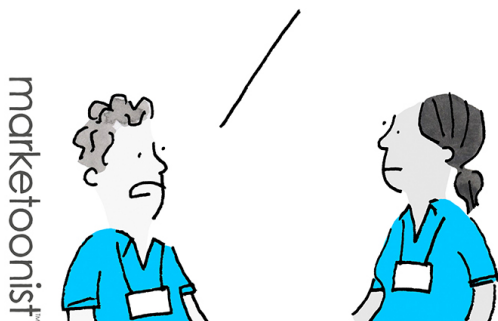
Let's reward customers with a promotion.



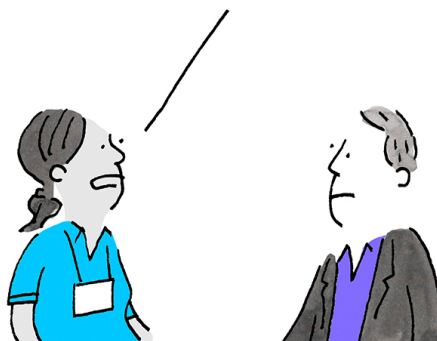
Keep pushing this promotion.



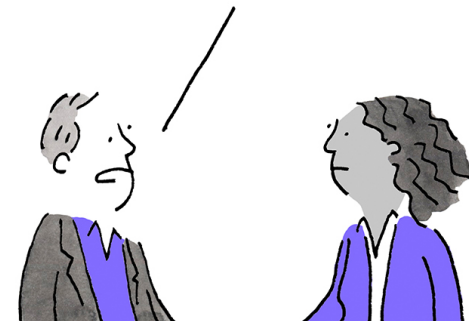
But that is creating long lines and complaints.



The promotion isn't working.



The frontline workers aren't cooperating.



Retail work shouldn't feel like playing a game of telephone.

# Employee Onboarding





Retail training shouldn't be trial by fire.

# Tool Overload



Did you get the Teams alert about the Whatsapp message about the E-mail about the change to this campaign?



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**Retail work needs a simpler toolkit.**

# Omnichannel Experience



Hold on – I think there may be a training manual somewhere on how to accept online order returns.

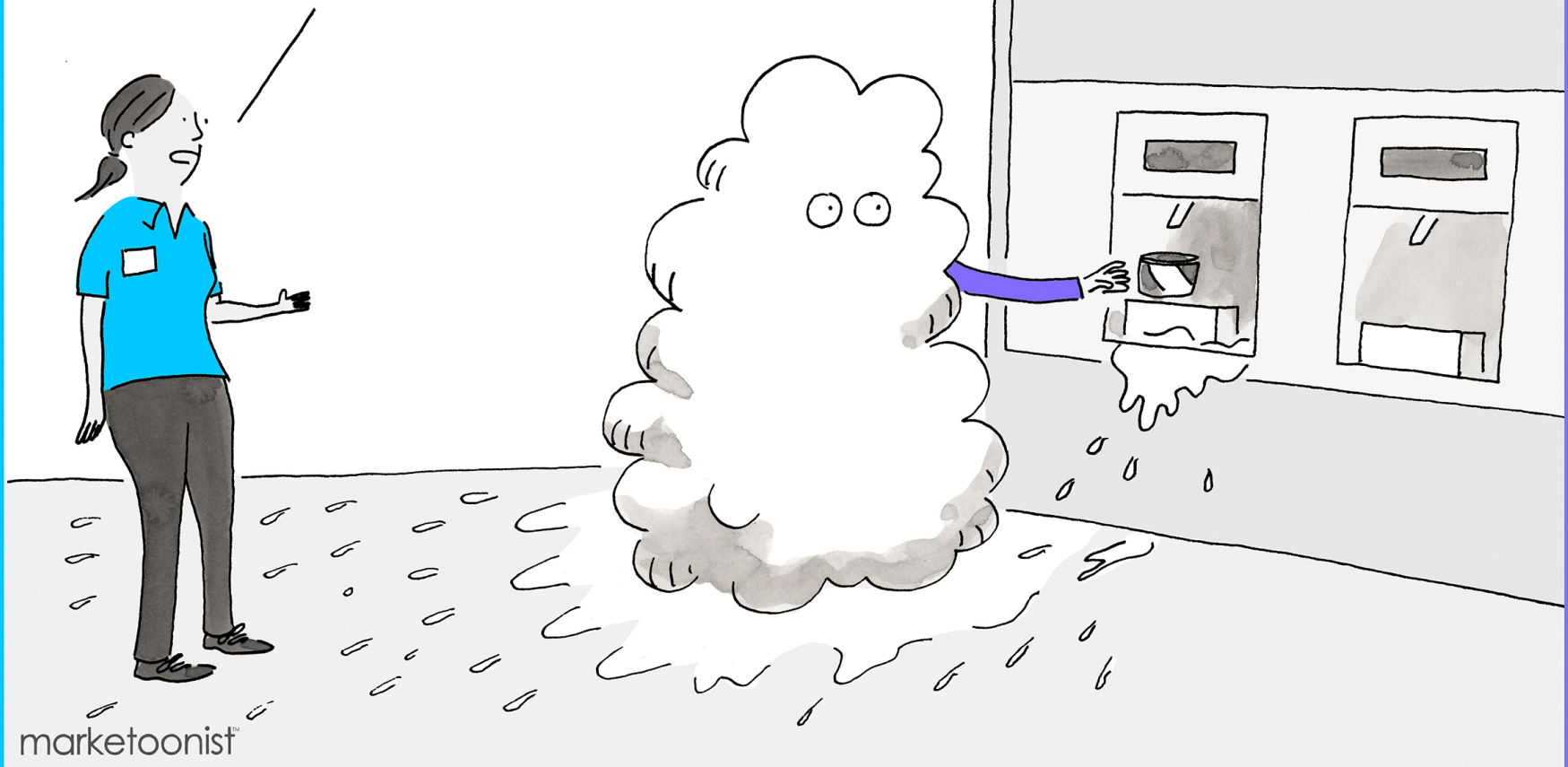


**Omnichannel retail shouldn't be a fire drill.**

# Health & Safety Training



Carl, did you miss the safety training about the new frozen yogurt machine?



**Retail Health & Safety should be the main course, not the dessert.**

# Employee Knowledge Management



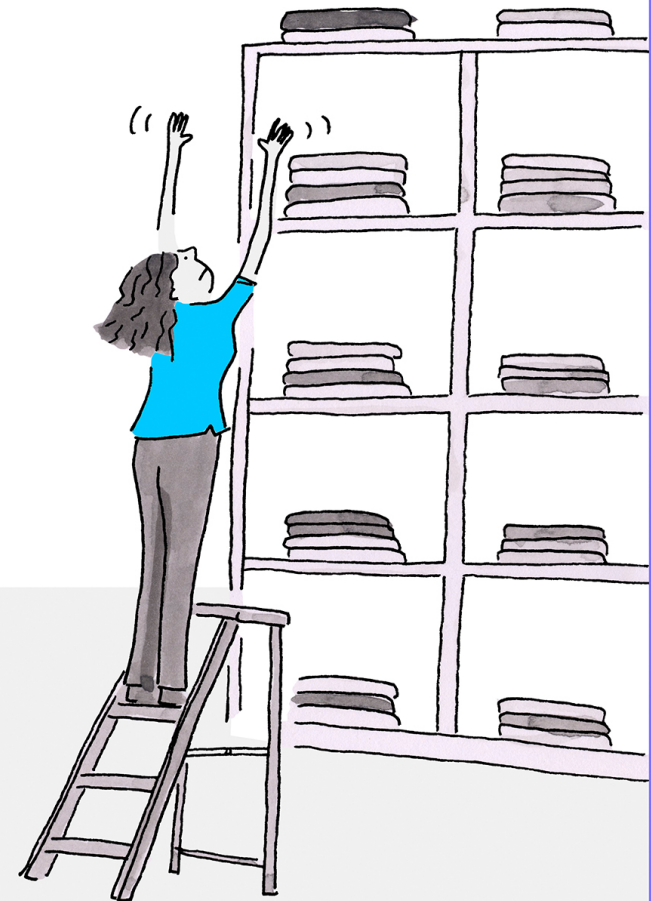


**Can your retail associates keep up with your customers?**

# Employee Career Development



Start here and there's no limit to how far up the career ladder you can go.



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Career progression in retail shouldn't be a stretch.

# Employee Retention





**There is a better way to hang onto your retails employees.**

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Take care of  
your employees  
and they will  
take care of your  
business.

It's as simple  
as that.

- Richard Branson

We all know the employee experience directly drives the customer experience and business results. As customers at home, and business leaders at work, we can relate to the multiple challenges of retail execution. No matter how we're willing to make it work, driving retail performance at scale across the network is hard – and certainly not achievable without the right solution in place.

A Frontline Employee Experience Platform is the future of work in the retail and hospitality industries. A solution that has been purpose-built to meet the needs of frontline workers and leaders and make them perform their best. It orchestrates retail execution while improving employee experience. Transparency, productivity, employee experience, and business impact are intertwined – they should be addressed together and not in silos.

**For more information about the YOOBIC Frontline Employee Experience Platform, please visit [www.yoobic.com](http://www.yoobic.com).**



YOOBIC is an all-in-one **Frontline Employee Experience Platform**. Our mobile app gives business leaders and frontline teams the performance tools they need to communicate, learn, and work — all in one place. With streamlined communications, mobile learning, and digitized task management, YOOBIC drives operational excellence while drastically improving the frontline employee working experience. 350+ companies around the world including Boots, BurgerFi, Lancôme, Lacoste, Levi's, Logitech, Peloton, Puma and Vans trust YOOBIC to improve operational consistency and agility, get real-time visibility into multi-location business execution, and improve customer experience. To learn more about YOOBIC, visit [www.yoobic.com](http://www.yoobic.com) or follow us on [LinkedIn](#).

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