

Employee Engagement: Train and Retain

RETAILERS NEED TO PROPERLY EDUCATE IN-STORE EMPLOYEES TO BECOME ADVANCED CUSTOMER ADVISORS AND IMPROVE THEIR LOYALTY

40% Retailers say employee engagement is a top challenge over the next 18 months ⁽¹⁾

“Employees will see higher levels of content comprehension and engagement if they can immediately access [training] on mobile devices that can easily be moved or positioned as needed by the employee” ⁽⁴⁾

46% Retailers offer on-demand training/education available via mobile devices and

33% plan to implement within three years ⁽²⁾

EMPLOYEE TURNOVER IS RISING ⁽³⁾

38% Retailers have seen an increase in employee turnover since the beginning of 2016...



65% Hourly store employees have the highest turnover rate, up from 57% in 2015

59% WiFi

Retailers plan to use WiFi and mobile apps to identify customers in stores within three years ⁽²⁾

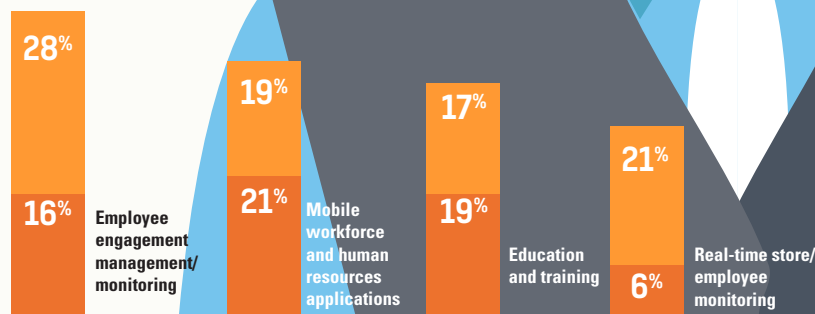
63% Mobile Apps

21%

Retailers believe adding clienteling capabilities for store associates will have a major impact on improving the customer experience ⁽⁵⁾

WORKFORCE MANAGEMENT TECH INVESTMENT PLANS ⁽⁶⁾

- Working on it
- Will start within two years



Replacing a **\$10/hour** employee costs **\$3,400** on average ⁽⁷⁾

60%

Retailers that offer new hires a formal training program, but indicate it needs improvement ⁽²⁾

Source: 1- RIS News, "Fourth annual customer engagement Tech Trends study: Customer-First Commerce;" 2-Boston Retail Partners, "Customer Experience/Unified Commerce Survey;" 3- www.kornferry.com, "Retail Employee Turnover Up as Black Friday and Holiday Shopping Season Nears;" 4- Boston Retail Partners, "Lifecycle Learning Technology;" 5-RIS News, "Third Annual Customer Engagement Tech Trends Study: Maximizing the Three Cs: Customers, Content, Connections;" 6-RIS News, "27th Annual Retail Technology Study: Reconnecting with the Consumer;" 7- EKN Research, "Empowered and Engaged Employees Are Central to Improving Customer Experience"

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