

WHAT DO FRONTLINE EMPLOYEE EXPERIENCE LEADERS DO DIFFERENTLY?

Based on a study of how 120 global retailers enable their frontline workforce, Incisiv estimates retailers can achieve a 10% gain in sales and profit by becoming Leaders in employee experience.



A retailer with \$1B in annual revenue stands to gain ~

\$110M annually

by becoming a Leader in frontline employee experience.

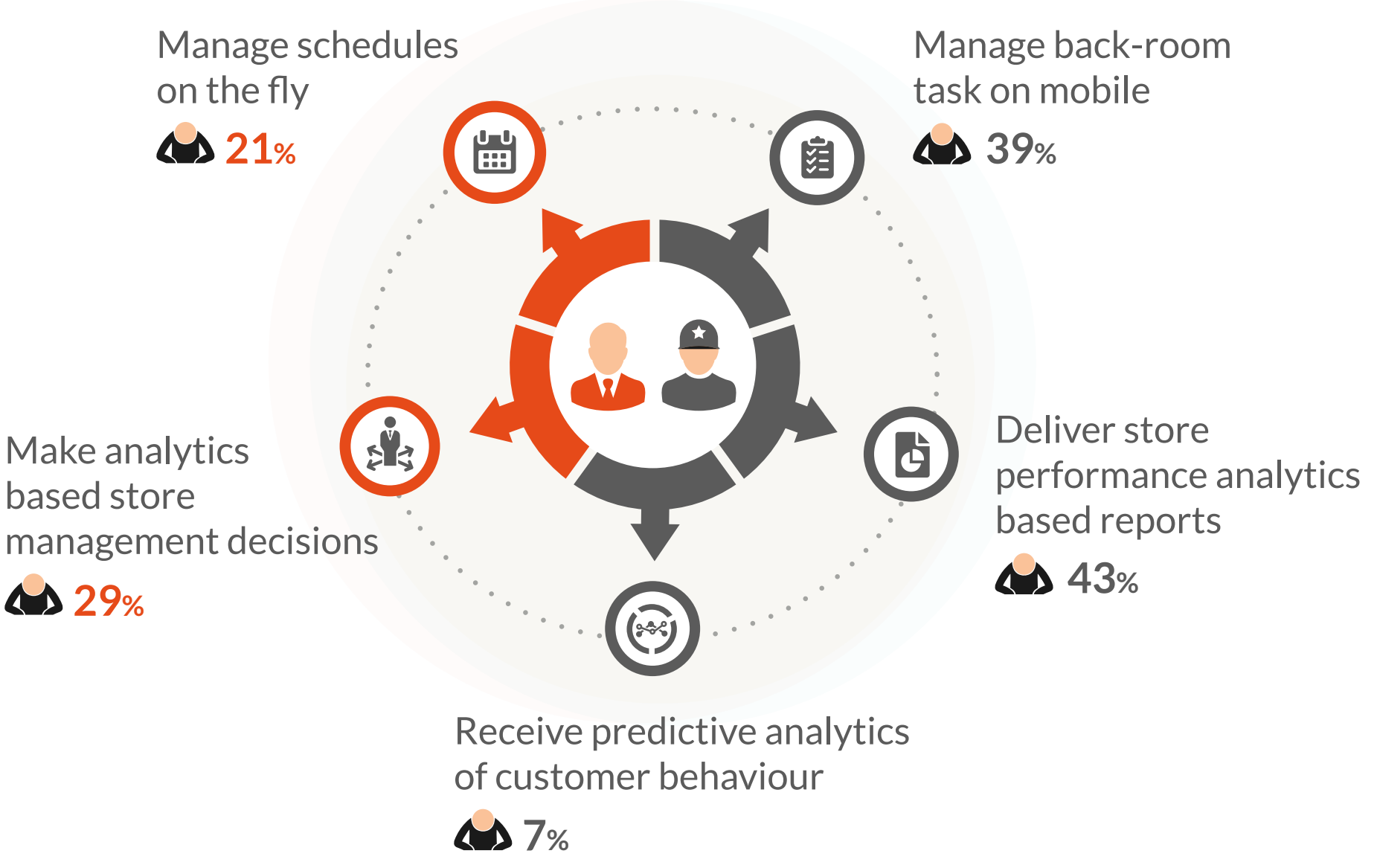
Leaders are the exception, not the rule.



1 in 10 retailers are rated as Leaders according to Incisiv's benchmark assessment

Leaders focus on empowering their frontline through mobility and analytics.

All Leaders empower their store managers and store associates with these critical capabilities, while few Laggards do.



Leaders understand a great customer experience begets a great employee experience.

Compared to Laggards, Leaders are **5X more effective** at supporting these important customer experience use-cases through modern tools and training.



Leaders improve competitiveness through a superior employee experience.

By investing heavily in collaboration, automation and predictive analytics, Leaders are able to:



Dig Deeper

Insights presented in this infographic are based on Incisiv's benchmarking study of 120+ retailers from . Detailed findings are available in the ebook: "What Digital Forgot: The Retail Frontline"

[Download the eBook](#)