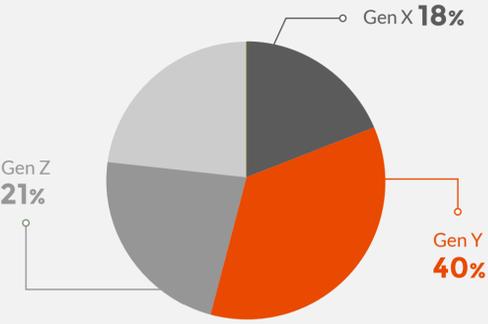


THE REAL COST OF NOT ENABLING YOUR FRONTLINE WORKFORCE

A retailer with \$1B in annual revenue could save \$110M annually by enabling its frontline workforce with modern technology and training.

The rapid march in technology combined with a natural generational shift has resulted in a retail workforce that is highly adept technologically.



Generations X, Y, and Z make up **79%** of the retail workforce



Technology is an important factor for **82%** of workers below 34 years of age in determining whether they want the job

Their expectations from enterprise technology are driven by their experience as consumers with



Retailers are unable to engage and enable their frontline workforce to deliver on the promise of a great customer experience.



95% of frontline retail workforce is 'actively disengaged' or 'not engaged' at work



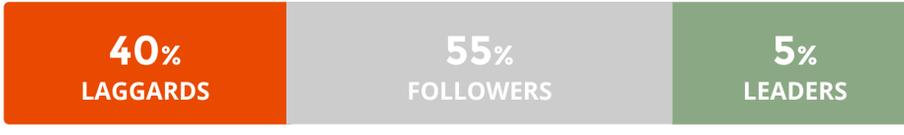
67% average turnover for part-time retail frontline workforce



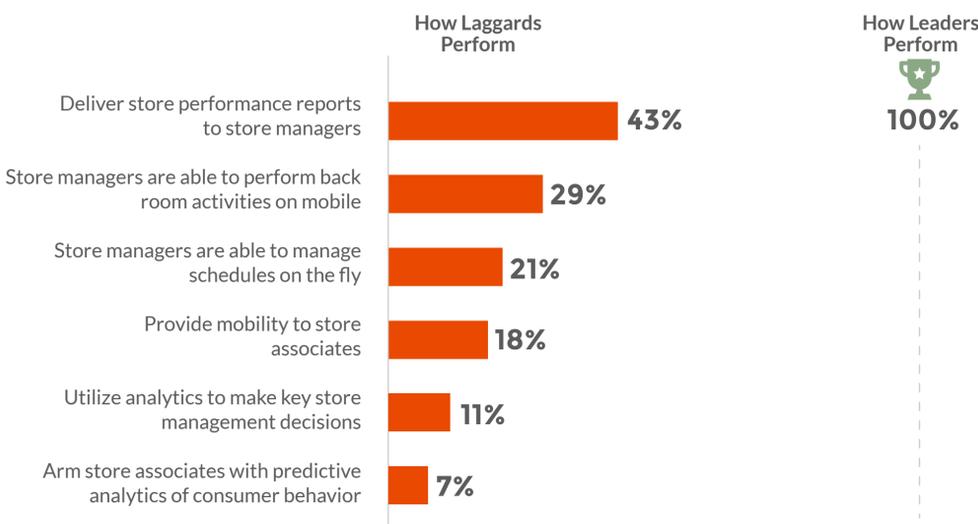
77% of frontline workers are unable to fulfil in-store orders that are out of stock

A retailer arming its frontline with tools and training is the exception, not the rule.

Frontline Workforce Enablement Industry Benchmark



Mobility and analytics are the greatest gap areas between laggards and leaders.



Leaders outperform their peers in 3 key areas:

Collaboration and Productivity



Customer Experience



Turnover and Retention



By enabling their frontline workforce through modern technology and training, Leaders create enterprise value through an improvement across key performance areas.

Sales Impact

Profit Impact

9%

16%

12%

9%

26%

Customer Facing Time

In-store Conversion

Customer Satisfaction

Workforce Productivity

Workforce Retention



Combined, this means a 10% improvement in revenue and profit, or **\$110M annually**

for a retailer with \$1B in annual revenue.

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](#)