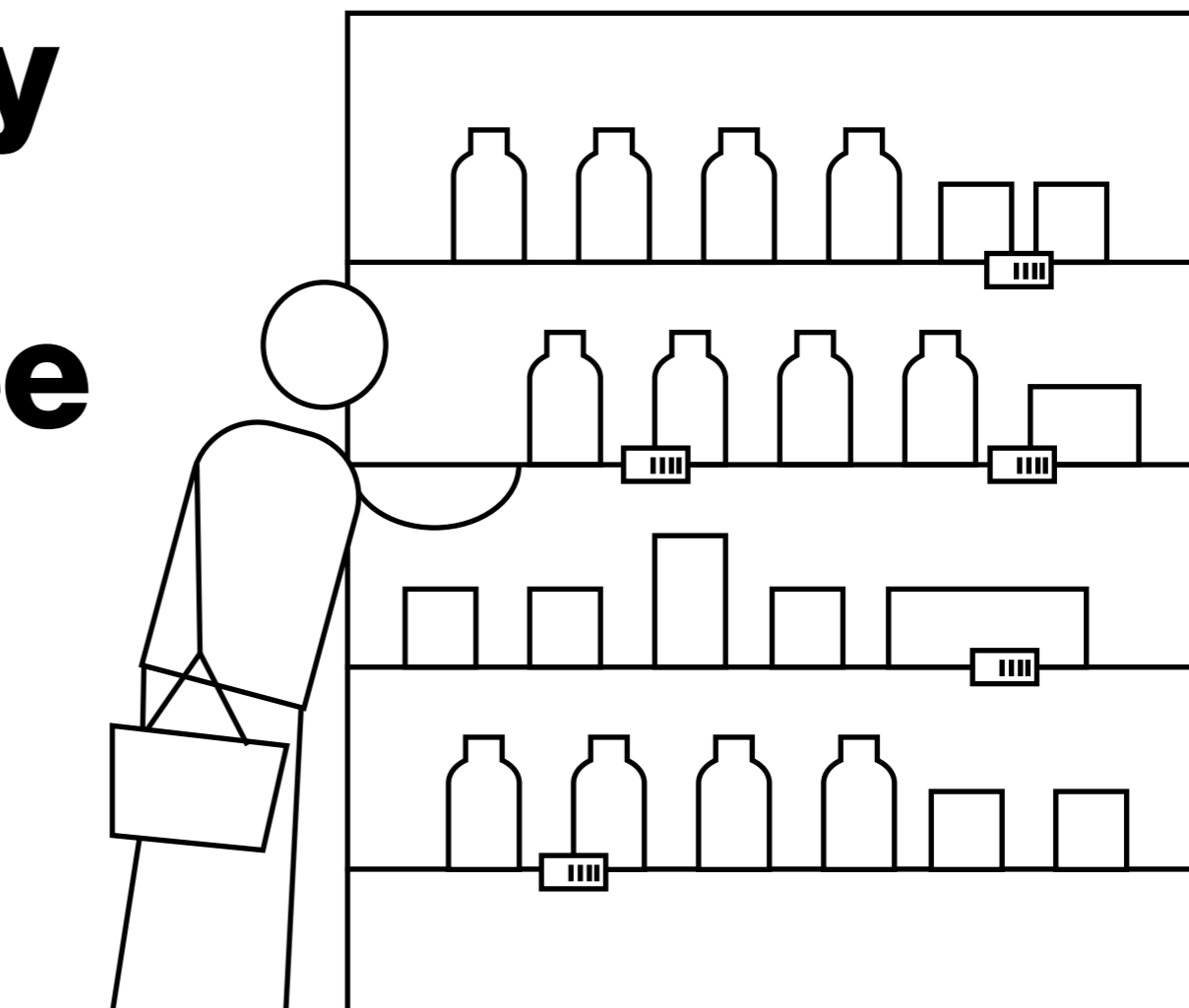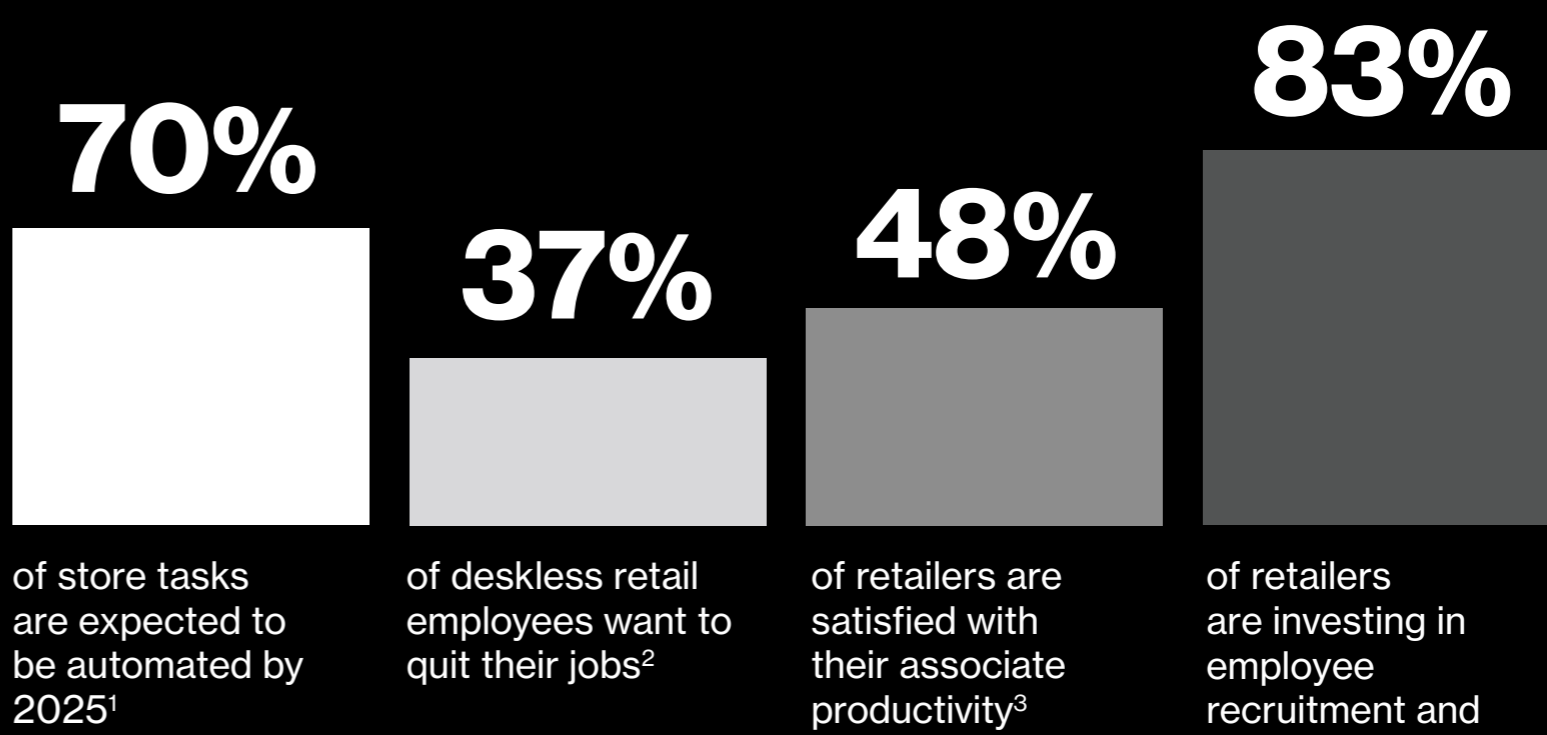# 5 ways technology can help improve the retail employee experience

Retail has never been more competitive. Today's retailers have to compete not just for customers but also for talent. By leveraging technology to improve the retail employee experience, retailers can attract and retain the workers they need to deliver a better customer experience.

Why the retail employee experience matters

Retailers are struggling to find and retain the talent they need to run at full capacity. With less than half of retailers reporting that their staff is effective, retailers may find they have employees that are frustrated with their experience, making them likely to leave.

70% of store tasks are expected to be automated by 2025[1]

37% of deskless retail employees want to quit their jobs[2]

48% of retailers are satisfied with their associate productivity[3]

**83%** of retailers are investing in employee recruitment and retention[4]

How technology can improve retail employee engagement

Digital transformation can help retail employees work smarter and make the work environment more enjoyable. Here are five ways technology can improve the retail employee experience.

1 Digital shelf labels
By leveraging digital shelf labels, retailers can eliminate the labor-intensive task of printing new price labels and attaching them to shelves. With digital shelf labels, price changes can be made remotely and instantly from the corporate office, and the labels can provide customers additional product information or special promotions.
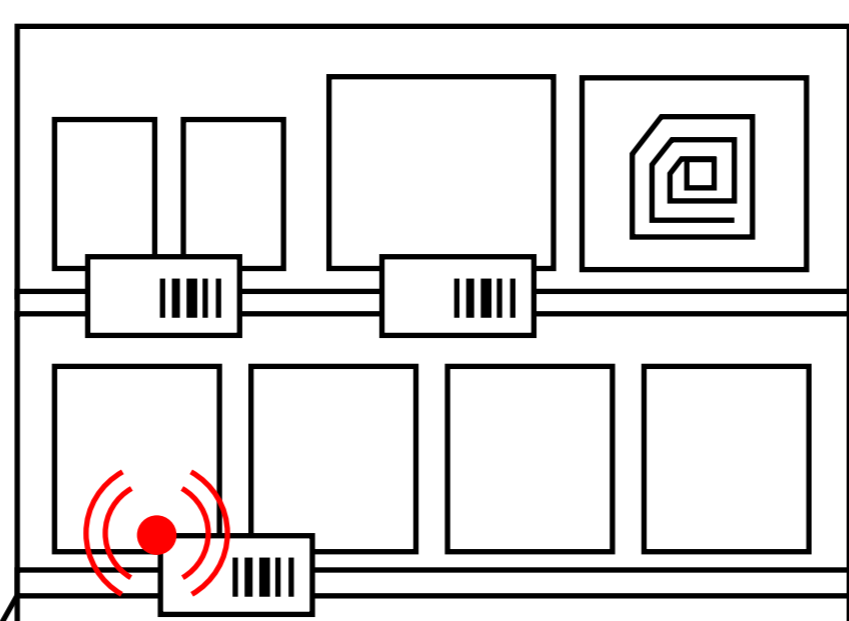
2 Near real-time inventory management
Manual inventory is a tedious and time-consuming task that most employees dread. With radio frequency identification (RFID) tagging or IoT sensors, retailers can eliminate the need to dedicate resources to manual inventorying. They can track inventory in near real-time across the enterprise and throughout the supply chain to reduce out-of stock situations and enable more efficient fulfillment processes.

3 Mobile CRM and POS tools
To improve the customer and employee experience, retailers can provide sales associates with mobile tools to better service customers with personalized product recommendations or settle transactions in store.
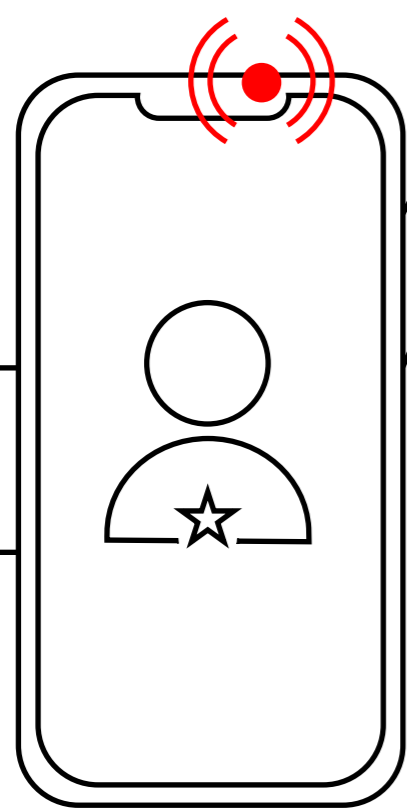
4 AR/VR tools
By leveraging augmented reality or virtual reality tools, retailers can make planogram plans easier and more entertaining. Employees can also use plans to find products in the store or enhance their product knowledge.
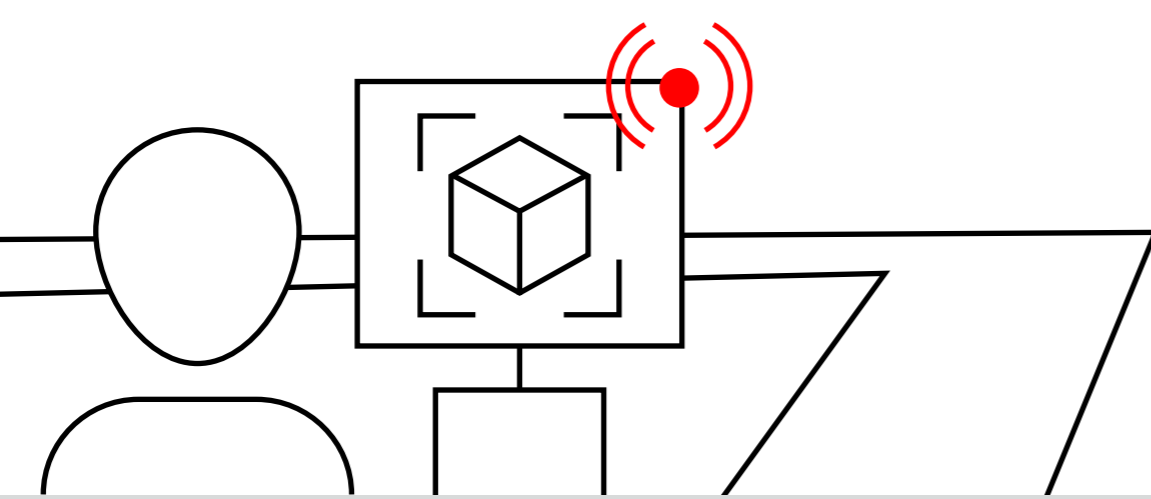
5 Robotic assistance
Robotics can help retailers complete repetitive tasks that employees do not enjoy, like cleaning floors or monitoring or moving inventory.
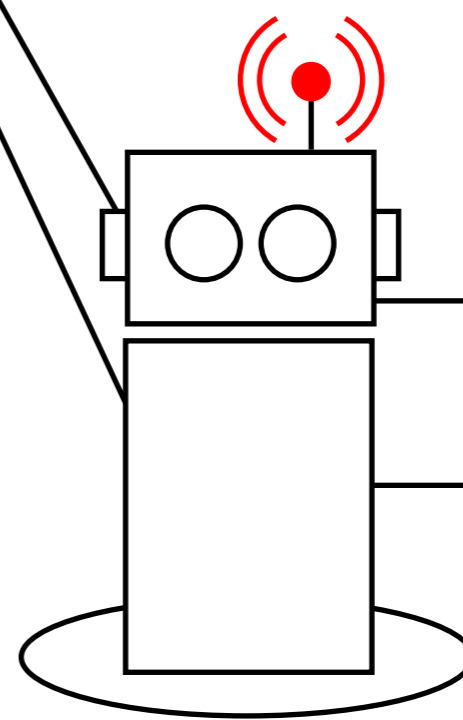
Finally, retailers can measure employee engagement and sentiment by using an automated employee feedback solution to gain visibility into employee thinking. By using those solutions, retailers can identify and fix specific issues early, before they take root.

Improve employee experience with the right technology and Verizon's connectvity

Emerging technologies promise to create new efficiencies and enhance the employee experience. Success will be achieved by those retailers that prioritize digital innovation to build smarter, more efficient, and more agile enterprises. Transformation starts by bringing together disconnected systems with the right connectivity to create powerful, modular, and intelligent solutions that can enable new functionality, smarter insights and faster decision making. The result is Enterprise Intelligence.

To create a platform that can do all this, you need more than secure, reliable connectivity. It must be paired with industry expertise and cutting-edge partner solutions designed to take advantage of 5G and multi-access edge computing (MEC) to deliver transformative results.

The future of retail is here

Read 2023 Connected Retail Experience Study: Operational Efficiency is the New Imperative to learn:

• How changes in customer and employee expectations are changing retail technology investment plans

• The network considerations retailers must manage when adding new technology to stores

• Which technologies retailers are prioritizing over the next two years

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[1] 2023 Connected Retail Experience Study
[2] Nudge, The Deskless Report, 2021.
[3] 2023 Connected Retail Experience Study
[4] Deloitte, 2022 retail industry outlook.