

# The Retail Associate of the Future—Today

## A Day in the Life

**How can technology empower your store associates to deliver a better customer experience?**

Meet Stacey, an associate at a national retail chain. Her employer has recently adopted a workforce experience platform to connect employees and offer innovative solutions for customers.

**Did you know?**

**86%**

of customers will spend more money for a better shopping experience.<sup>1</sup>

**8:58 a.m.**

Stacey signs in using collaborative apps, receiving the latest news and product updates from headquarters as well as last week's time card and her schedule.

**82%**

of associates agree that improving in-store staff communication positively affects the shopping experience.<sup>2</sup>

*"Yes, it does come in yellow (and would look GREAT with your sofa!)"*

**9:27 a.m.**

Mobile device in hand, Stacey provides up-to-the-minute product data to shoppers on the floor.

**73%**

of customers believe they are more informed than store associates, due to mobile access.<sup>3</sup>

**10:33 a.m.**

The crowd of customers grows! Stacey's manager monitors in-store analytics and the heat map, and moves her to the electronics department to help.

**"Store associates not easily accessible" is the main customer complaint about the store experience.<sup>4</sup>**

**11:55 a.m.**

A customer asks a technical question about a product. From her device, Stacey launches a video call with a remote store expert to respond and close the sale.

The conversion rate of interactions between an expert and a customer using audio and video is greater than

**90%.<sup>5</sup>**

**2:02 p.m.**

A customer is looking for a specific headphones model in a color that is out of stock. Stacey contacts another branch and arranges for them to be shipped overnight to the customer.

**68%**

of lost sales can be recaptured if workers are able to order the item and have it delivered.<sup>6</sup>

**4:19 p.m.**

Stacey takes an on-demand training from her device, improving her product knowledge and level of engagement. Then she logs off for the day.

**41%**

of workers with little or no access to training are likely to leave within a year.<sup>7</sup>

Only **12%**

of workers will leave if training programs are available.<sup>7</sup>

Let us help transform your retail business with a superior associate experience.

Download our new [white paper](#), and learn more about Cisco's digital productivity solutions at [cisco.com/go/retail](http://cisco.com/go/retail).

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1 Customer Experience Impact Report, Oracle (2011).

2 Customer Experience Impact Report, Oracle (2011).

3 "13 Reasons Why You Hate Shopping," by Gary Ambrosino (2016).

4 "Shoppers the Associate, Rather Smart than Consult Store Associates, Survey Finds," Internet Retailer (December 2010).

5 "Blame the Associate," RIS News (Oct. 2016)

6 "Cisco Remote Expert Solutions for Retail," Cisco Systems (2016).

7 "2011 Holiday Shopping Survey," Motorola (2011).