

Enhancing the Associate Experience



Empowered store associates are more productive, which improves shoppers' experience and increases sales



5% increase in employee engagement = 3% increase in revenue growth

(Source: Gartner, "Digital Business Requires an Excellent Associate Experience To Drive Retailer Success," October 2016)



Invest in Wi-Fi

Shoppers believe they're better informed than sales associates. When you give employees the same access, you improve efficiency and increase the chance of a sale.

Tap into virtual experts

In-store kiosks connected to your customer contact center make for quick answers to questions and rapid problem resolution. Meanwhile, associates stay available for other tasks.



Develop skills and talent to see a leap in retention

41% of employees whose companies invested little or nothing in their training said they were likely to leave in a year. In companies that offered development, only 12% were looking to leave.

(Source: Harvard Business Review, "Why 'Good Jobs' Are Good for Retailers," January 2012)

Manage staff better based on real-time analytics

Closely monitoring customer experience and employee engagement provides the data needed to solve one of retail's most significant challenges in managing staffing from day to day.

Determining how many people to bring in and when, and where to place them in the store, is a major cost point for store locations.



Digital technology is transforming how you interact with customers

Today's increasingly demanding customers want knowledgeable associates, a frictionless service experience, and personal attention as needed. Gain important benefits from continuous access to new levels of data on customers, associate, business, and inventory.



Identify innovative ways of serving the customer while improving how associates work.



Expand from selling goods into services and capabilities.



Tap into detailed behavioral information, from business intelligence to social media.



Develop updated business models that leverage new digital capabilities.

Your trusted technology partner in retail



In the store and across the omnichannel organization, Cisco's technologies allow you to significantly change how your associates work and your shoppers buy.

Digital transformation offers an unprecedented opportunity for retailers to maximize productivity, satisfaction, and the ability to support the customer experience.

For you, your associates, and your customers



The simple steps we describe here can help your associates enjoy their time on the job. Your payoff? A better shopping experience for customers and improved results for your retail business.

Learn more about transforming retail associate productivity

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