



EMPLOYEE ENGAGEMENT IS KEY TO RETAIL SUCCESS

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Retail success is all about the customer experience. Brands succeed when they deliver on an experience that's:

- Seamless
- Frictionless
- Easy
- Extraordinary

Now, you may be thinking, "Great! We do that already!" But do you deliver the experience your customers want across all channels? How does your online experience compare with in-store?

Traditionally, physical stores and digital channel have been viewed as completely separate things. They've been completely siloed, with different goals and objectives. Not only that, but they essentially operated as competitors against each other.

That kind of approach can't succeed in today's market. **Your customers want a streamlined experience that's consistent across online and in-store interactions.**

Today, customers can start a sale online and complete it in store, and vice versa. They might order an item online and pick it up in store. They might try on a garment in store and order it in a different color online. With so many options available, the customer experience must be seamless across channels.

Store associates are at the center of that experience. With the right tools, they can provide the continuity customers crave.



EMPOWER FRONT-LINE EMPLOYEES FOR SUCCESS

So, how can you equip those customer-facing employees to deliver an excellent customer experience? First, they must be empowered to make decisions that affect each customer's experience. **Give your employees the freedom to offer a personalized touch.** You'll be amazed at what it does for sales numbers and repeat business.

This includes responding to customer feedback. Front-line employees are often best equipped to answer feedback and respond in ways that improve customer satisfaction.

But giving them freedom to make decisions isn't the only way to empower your employees. **Equip them with digital tools that facilitate sales** — like augmented reality tools and enhanced training features.

Of course, for these tools to be effective, **you must train sales and customer service staff appropriately** on them, as well as the products and services you offer. How can you ensure that your training is both thorough and effective? With an engaging digital platform that's personalized to each individual and their role within the company.

Implement a comprehensive digital learning and training platform, and you'll be one step closer to delivering on the customer experience you've

promised. Reward your employees for providing excellent customer experiences, and you're practically there. But there's one more component:

Get Your Managers On Board

We can't over-state the value of your physical stores and their managers.

Your managers have an unparalleled understanding of your local customers. They're familiar with local demographics, which customers shop, what they buy, and who your biggest local competitors are. Getting managers on board can help you improve inventory control — so you always have the products customers want most.

You're probably already measuring local sales and customer behaviors, which is great! **Share that data with your managers.** This gives them a greater influence across all channels, and it gives them the power to set up their stores more effectively.

Retail success in the 21st century depends on an omnichannel strategy. That means it's time to change the metrics by which you measure success. **Encourage managers and front-line staff to deliver on a seamless brand experience across all channels.**

If a customer decides to complete a transaction online, your staff shouldn't feel like they just lost a sale to a competitor.



CONCLUSION



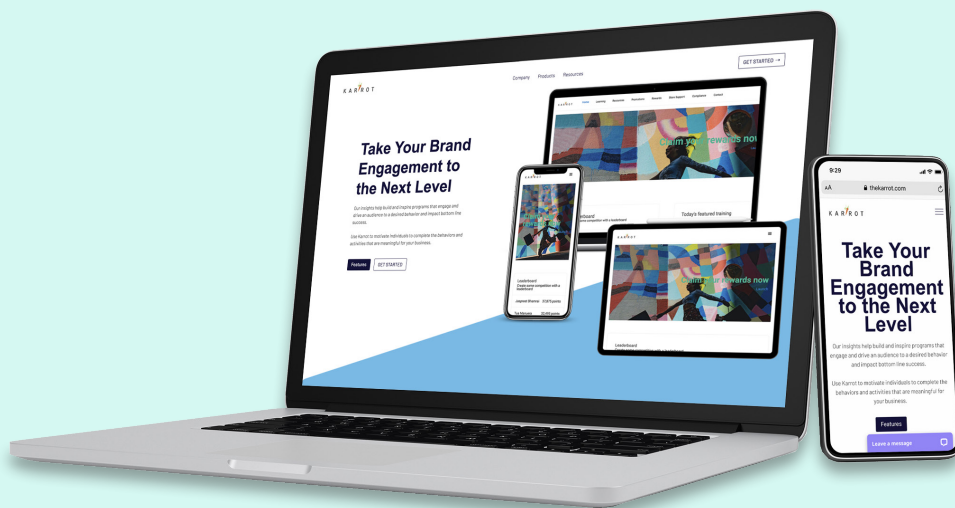
Throughout your whole company, ensure that each individual is empowered to create an outstanding experience for your customers. **Make sure employees are trained and that they're rewarded and recognized for delivering on your strategy.** Make sure you're measuring success based on omnichannel metrics.





Want to learn how to develop a company-wide engagement strategy with next-generation technology to measure what really matters?

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