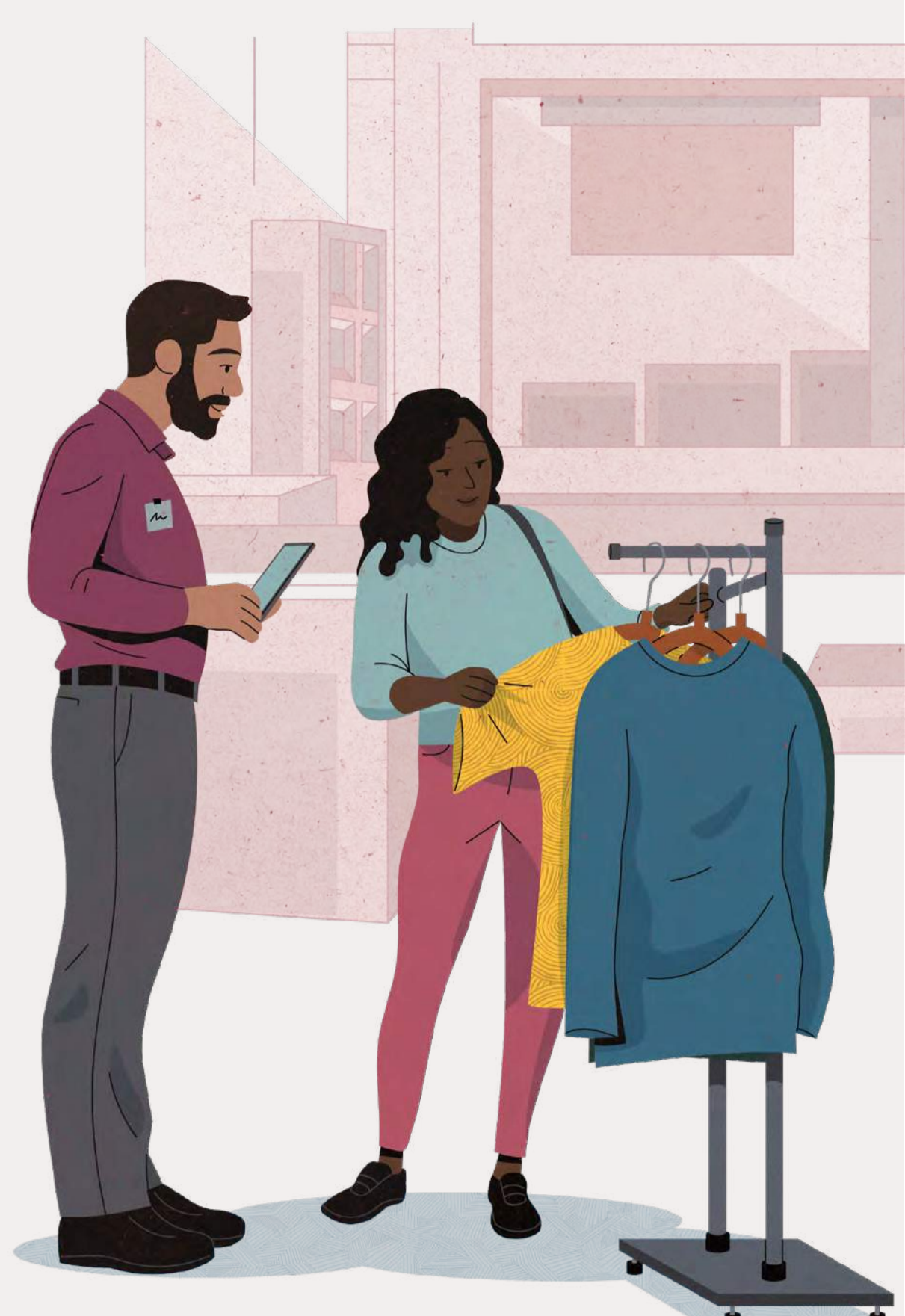


5 tactics to keep deskless retail workers from shopping for a new job

The retail industry faces up to **40% churn**¹ as “undervalued” workers seek better experiences elsewhere. With unpredictable schedules, low pay, spotty employer communication, and a lack of internal mobility, many retail workers feel burned out, unappreciated, and disconnected. Today’s retail workers want higher pay, better benefits, flexibility, and more opportunities for advancement. Happy workers provide better customer service, so **it’s critical to redefine what best looks like for your company by treating your workers like customers.**



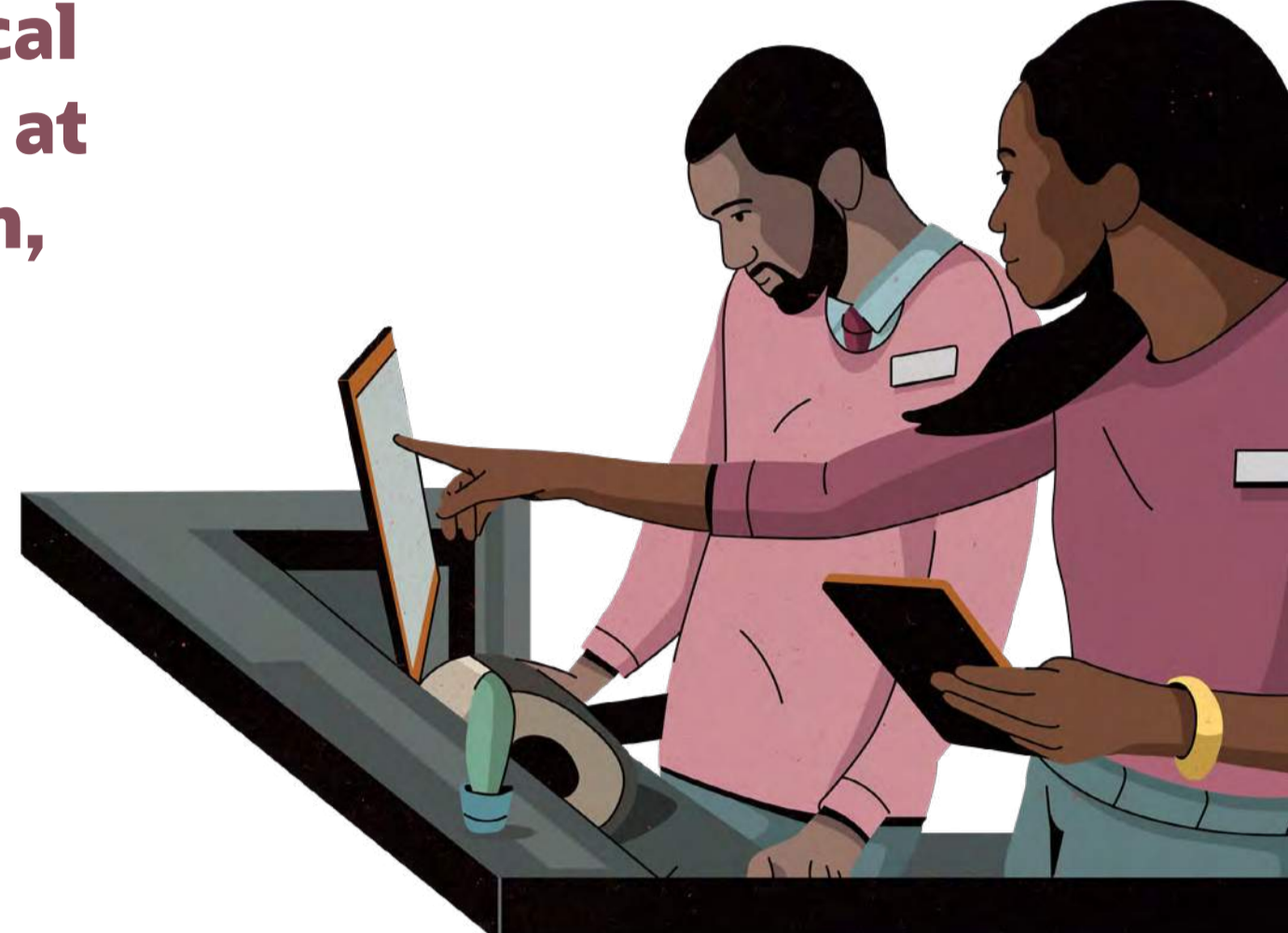
Here are five tactics retailers can leverage to entice workers to stay.

1 Set employees up for success from the start

A smooth onboarding process is a critical first opportunity to build relationships at work and create a feeling of connection, both of which can lead to higher engagement and job satisfaction.

69% of employees are more likely to stay with a company if they experience a great onboarding process.²

Tailor your retail worker **onboarding** process to make new hires feel welcome and provide opportunities for them to experience the workplace culture on day one.



2 Help people feel understood at work

Although pay is a popular retention tactic, not all retailers can afford to increase wages. But it’s not only about money for employees, they want to feel seen and heard too.

69% want a fulfilling job.³

66% want to truly be themselves at work.⁴

Give each employee a voice and help them feel more in control of their career by clearly **communicating** expectations, regularly sharing feedback, and encouraging employees to share their needs and thoughts through regular quick **pulse surveys**.



3 Support scheduling flexibility

Make it easy for workers to balance work and life to help them feel valued, energized, and engaged.

52% of all workers feel burned out.⁵

33% of customer-facing employees say their employer isn’t doing enough to support their well-being.⁶

Ensure employees receive **quick, accurate answers** about time off, benefits, returning to work, and similar topics through ongoing communication and guidance they can access **on any device**.



4 Foster better communication

Provide ongoing learning and internal mobility opportunities.

Employees who were promoted within three years of being hired have a

70% chance of staying on board, and those who made a lateral move have a **62%** chance of staying.⁷

Empower workers with an **AI-driven skills engine and comprehensive learning experience** to help them grow and thrive.



5 Listen to and act on feedback

Leverage technology to ensure workers know what’s happening, how they fit into the big picture, and all the great things your company is doing.

74% of deskless workers believe there are barriers to communication at work.⁸

Only **62%** of managers have taken the time to visit deskless workers on the front lines of their businesses in the past year.⁹

14% of them don’t even see the value in doing so.¹⁰

Take every opportunity to **share information** about your social responsibility efforts, including diversity, equity, inclusion, and sustainability initiatives, to help instill a positive feeling among employees.



Redefine your employee experience to give retail workers a reason to stay.

Today’s workers are more focused on well-being, want to work for an organization that values diversity, equity, inclusion, and sustainability, and demand flexible work and more autonomy.

Show people they’re appreciated, valued, and heard—right from the start—so they feel motivated, engaged, and driven to provide outstanding customer service.

See how Oracle Fusion Cloud HCM can help.

[Learn how](#)

¹ “Retail workers want to talk work-life balance but performance dominates,” Sustainable Logistics International, June 13, 2022.

² “An onboarding checklist for success,” O.C. Tanner, 2018.

³ “What 52,000 people think about work today,” PwC, May 24, 2022.

⁴ See note 3.

⁵ Kristy Threlkeld, “Employee Burnout Report: COVID-19’s Impact and 3 Strategies to Curb It,” Indeed, March 11, 2021.

⁶ See note 1.

⁷ Roy Maurer, “Just One-Third of Workers Consider Internal Role Before Quitting,” SHRM, March 1, 2022.

⁸ Roy Maurer, “Study: Internal Mobility Boosts Retention,” SHRM, March 15, 2020.

⁹ “Three reasons why your deskless workers shouldn’t remain voiceless,” Workplace.

¹⁰ See note 9.

