

# 5 Ways Retailers Can Revamp the Employee Experience

The past few years have been tough for retailers. In an industry that relies heavily on in-person work, an often-transient workforce, and complex global supply chains, many of the worker demands arising out of the pandemic have been harder to translate. But as retail employees rethink their career paths, HR leaders must rise to the challenge. Here are five ways retailers can improve the employee experience.

## 1. Create a positive work environment



To create an optimal employee experience, retail leaders must provide pathways for employees to forge meaningful connections and relationships at work. They must also treat employees as whole people, acknowledging the talents, goals, and challenges that impact their lives.

The average turnover rate in the retail industry is more than **60%**<sup>1</sup>



## 2. Prioritize development, learning, and training



Employees now feel empowered to demand better treatment, development, and training as they navigate new career paths. To retain retail workers, HR leaders must invest in their workforce at all levels, including their employees' personal development.

## 3. Arm employees with the right technology



To foster a workplace that nurtures engagement and productivity, retailers need to provide an integrated, seamless employee experience at every step—from onboarding to viewing pay slips to participating in company initiatives. Luckily for retail HR executives, there are tools and technologies designed to help employees do all the above, however and wherever they work.



Only **29%**

of direction sent from HQ to stores is executed correctly because most frontline workers don't have the tools they need to be successful.<sup>2</sup>

## 4. Listen to what the workforce wants



Retailers must show their employees that they value their opinions, respect their time, and most importantly, trust them to do their work in new, more flexible ways. For example, some retailers allow workers to work at various locations, while others allow employees to work multiple jobs at the same company.

## 5. Build and maintain a thriving culture



More employees today care about purpose-driven work than ever before. Retailers need to establish, prioritize, and communicate their values and then build a culture that reflects them. In purpose-driven retailing organizations, employees can participate in the culture in meaningful ways, wherever they work.

## Start today

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<sup>1</sup> 2021 BSL Report, March 9, 2022

<sup>2</sup> "Lean into Employee Communications," NACS, March 8, 2021