



EMPLOYEE ENGAGEMENT  
FOR RETAILERS:

**Increase productivity, improve customer service,  
attract and retain a great workforce**



The last thing retailers need when addressing the challenges of price deflation, omni-channel and changing consumer demand is a disengaged workforce. This however is what's being felt across the retail industry. Delivering excellent customer service, being flexible to consumer demands and improving productivity are essential for survival in retail, but disengaged workforces are impeding these necessities. Organisations that focus on flexibility and employee engagement are more likely to drive greater sales and business success.

## RETAIL – THE BIG ISSUES AFFECTING THE WORKFORCE

**Improve productivity** – Labour represents one of the largest controllable costs for most retailers, so maximising productivity, efficiency and output are essential.

**High-quality customer experience** – Consumers expect the same levels of service across all purchase channels therefore engaging your associates through training, culture, consideration and communication is essential.

**Cost visibility** – To accurately set their pricing policy and compete effectively retailers need accurate and timely labour cost visibility, enabling them to balance margin vs moving inventory.

**Need for flexibility** – Omni-channel and ever changing consumer demand, economic conditions and environmental issues have resulted in retailers needing a multi-skilled, flexible and highly engaged workforce.

**Attracting and retaining good employees** – Staff turnover is a huge and costly issue, so attracting and retaining good associates is imperative. With the right technology retailers can align customer and business needs with employee preferences, creating a win-win for all involved and delivering a great retail experience.

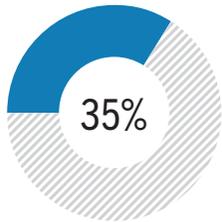
**Centralise and standardise processes** – To help deliver great service, improve productivity and control costs, retailers need to centralise and standardise processes and systems. The onus is on leadership to make technology choices that automate processes, provide visibility and control, and make employee and managers' working lives easier.

**Using data to understand customers and employees** – Access to labour analytics is critical for enabling retailers to maximise revenues, improve productivity and deliver exceptional customer service. Real-time visibility into schedule accuracy, labour costs, customer demand, and a myriad of key retail KPIs, support root cause analysis and timely decision making meaning performance can be optimised.

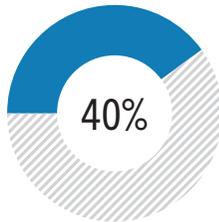
# UNDERSTANDING THE IMPLICATIONS OF EMPLOYEE ENGAGEMENT FOR RETAILERS



## Where do you currently stand?



Rate employee engagement as **strong** within their organisation



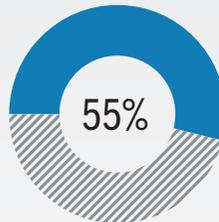
Rate their productivity as **strong**



## Time is being wasted



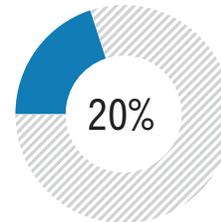
3.2 hours lost per week, 2.6 hours of which is due to admin



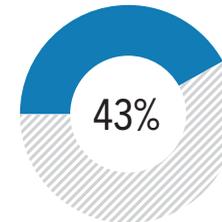
Cited better technology would **positively impact** productivity



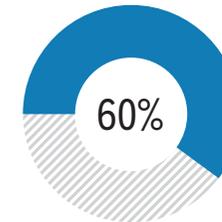
## The business is being disrupted



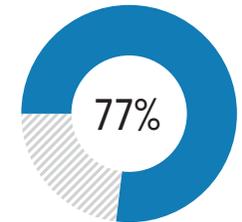
Of employees find it **very easy** to complete all daily tasks



Of respondents say their working life is **too complicated**



Said **not having enough staff** is a daily difficulty

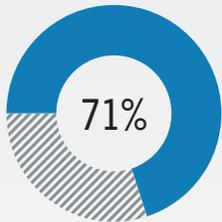


Of HR/LOB managers rated outdated systems/technology as a **core workforce challenge**

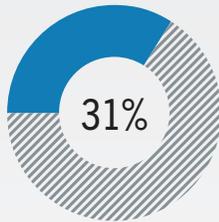
# DRIVING DOWN ABSENCE AND IMPROVING PRODUCTIVITY



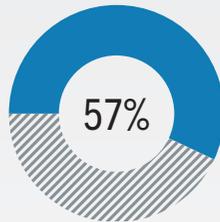
## Absence has an impact



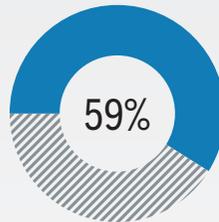
Find absence a **challenging** experience



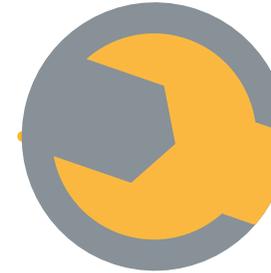
Rate their absence management as **strong**



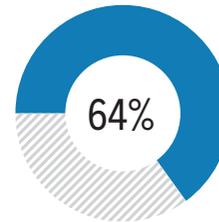
Reported increased employee absence as a **core factor** causing business disruption



Cited an **inability** to recruit and retain the right talent



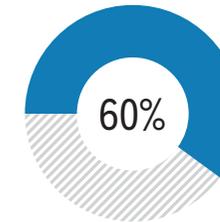
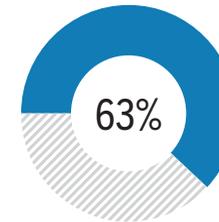
## Improvements are needed



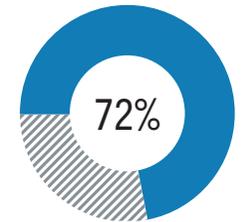
Respondents cited the **two key factors** that would drive increased productivity:

Better communication with management

More empowerment in the role



Feel the CEO is only focused on the finance and **not the employees**



Of employees need to feel **more engaged** in the business



Greater control/visibility of absenteeism was mentioned by half of respondents as a way of increasing business productivity.

## RETAIL MANAGERS SAY...

An engaged employee is someone who understands what the business is trying to achieve, who feels like they're a member of the team and that they're all working towards a common goal, getting the relevant support that they need from people who can provide it.

There is pressure on us to achieve a lot more with less in the way of resources, that doesn't help and it doesn't sit well with everyone from a lifestyle point of view.

A lot of the time it can feel like you're asking people to go beyond what they are prepared to do, and it can create quite a bit of disharmony in a team.

We manually work out sickness reports because we don't have shift patterns in our HR database and that takes up time for the admin team.

Engaged employees go above and beyond what they need to do because they're passionate about the company and they want it to do well.





## SOLUTIONS TO IMPROVE PRODUCTIVITY & CUSTOMER SERVICE

	<b>AUTOMATE PAYROLL PROCESS</b>	<b>ROSTER ASSOCIATES ACCURATELY TO MEET CUSTOMER DEMAND</b>	<b>MANAGE ABSENCES EFFECTIVELY</b>	<b>EMPOWER WORKERS WITH SELF-SERVICE</b>	<b>USE WORKFORCE ANALYTICS TO DRIVE CONTINUOUS IMPROVEMENT</b>
<b>ENGAGE EMPLOYEES</b>	<p>Make your associates happy by delivering timely and accurate payslips as a result of standardising your workforce management solution. Remove manual burden of capturing time and attendance information, approving timecards and processing payroll.</p>	<p>Reduce stress and engage workers by forecasting customer demand, planning headcount requirements and accurately scheduling associates by on their preferred working hours. Provide forward visibility of work schedules, thereby supporting work/life balance.</p>	<p>Gain employee trust and respect by dealing with absences in a fair and equitable manner. Reduce stress on fellow associates by identifying and dealing with the causes of unplanned absence.</p>	<p>Engage associates and managers by providing self-service access to workforce management information via mobile, tablet, PCs and clocking terminals touch screen terminals. Give them the ability book holiday, swap shifts, view balances and many more functions without the need to speak with HR, Payroll or their line managers.</p>	<p>Make your associates feel valued by making investments in equipment and training by using analytics to uncover areas where improvements could be made and show output benefits from the investments that the business is making.</p>
<b>IMPROVE BUSINESS PERFORMANCE</b>	<p>Control payroll costs by reducing time and resource required to process payroll as a result of automation. Eliminate costly payroll errors. Minimise payroll inflation by accurately capturing actual work hours.</p>	<p>Improve productivity, control costs and improve customer service by accurately aligning associates with customer demand.</p>	<p>Improve productivity and customer service by having complete visibility of planned and unplanned absences. Address the root causes of absence and spot absence trends using absence data.</p>	<p>Improve productivity of employees, managers, HR and Payroll by reducing the time spent dealing with requests and queries through self-service process automation.</p>	<p>Improve performance, customer service and productivity by using workforce analytics to uncover areas where improvements can be achieved.</p>

# SOLUTIONS FOR RETAILERS THROUGH WORKFORCE MANAGEMENT

**Improve workforce and store productivity** – Maximise productivity and efficiency by using automated tools to put the right associates, in the right place, at the right time to meet your customer demand.

**Maximise customer service and control labour costs** – Complete automation of employee scheduling, time keeping and absence management helps reduce under and over-staffing, meaning service levels are optimised, costs are controlled and unproductive administrative time is minimised.

**Minimise compliance risk** – A holistic workforce management process can automate time wasting and error-prone administrative processes, including timekeeping, work-rule enforcement, attendance tracking, and leave management. It goes beyond risk avoidance – compliance in the workplace helps ensure fairness and drives employee engagement.

**Increase workforce quality** – Great customer service starts with satisfied employees. A high-performance retail business depends upon an engaged workforce where employees are highly motivated, more productive, and less likely to look for a job elsewhere. Engagement rises when communication is improved, employee work preferences are considered and processes are simplified through technological automation.



To find out how Kronos workforce management improves revenues, controls costs and maximises customer services, visit the [Kronos for Retail web pages](#).

Join the conversation at [#WorkEngaged](#) or find out more at [work.engaged](#).