



Has The Era Of The Empowered Workforce Finally Arrived?

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 **Manhattan**
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workforce
SOFTWARE



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A Bit Of Background

- **RSR Has Conducted This Research Every Year**

For FAR too long, retail execs have publicly spoken about how store associates are their “Greatest Asset,” only to pay them poorly, undertrain them... Treat them as only slightly more important than expendable

- **This Has Been Consistent Since RSR’s First Study In 2007**

- **Just Before The COVID-19 Outbreak, We Titled That Year’s Report, *What Will It Take To Build A Better Workforce?***

- **The Last Two Years Have Helped Us Find Out**



Research Overview

- **What Did It Take?**

It took a pandemic

And supply chain shortages aplenty

And inflation

And growing wealth inequality, particularly in the United States.

And customers' inability to suffer through a shopping experience that pales in comparison to what they can create for themselves through a mish-mash

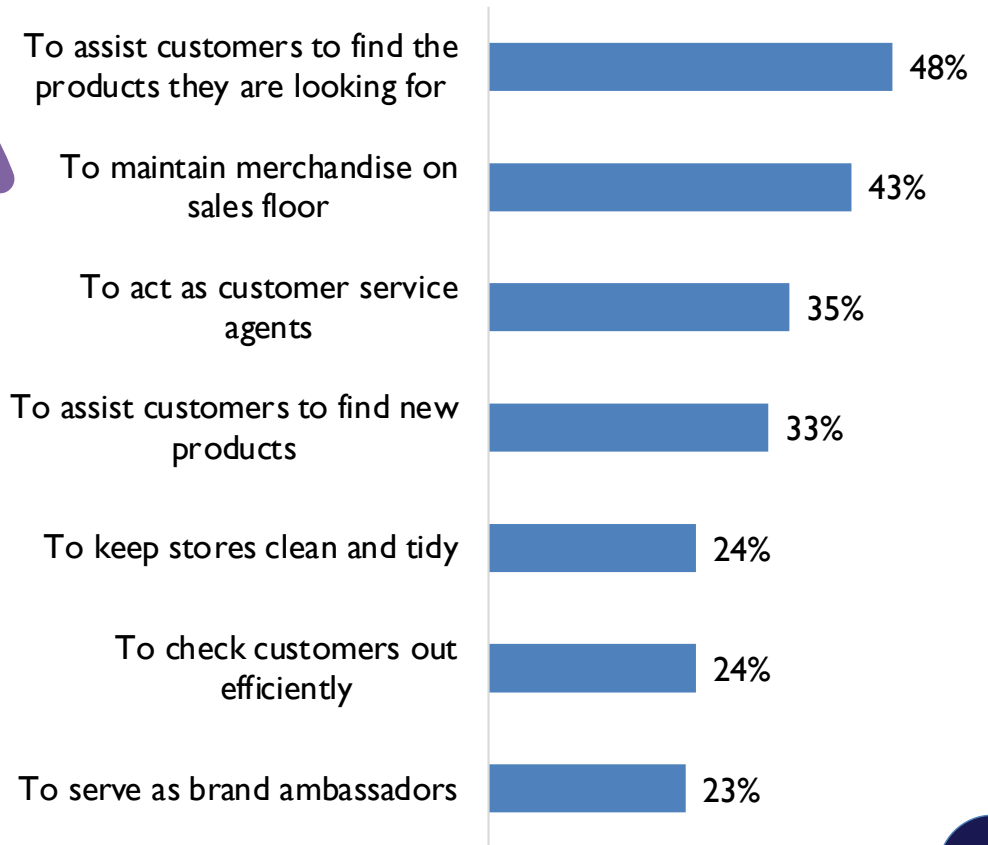
- **This Is A Very Difficult Time To Be Managing Retail Workers**

- **The Song Cannot Remain The Same, And *Help Wanted* Signs Adorn Virtually Every Store Front**

- **Have We Entered A New Era?**

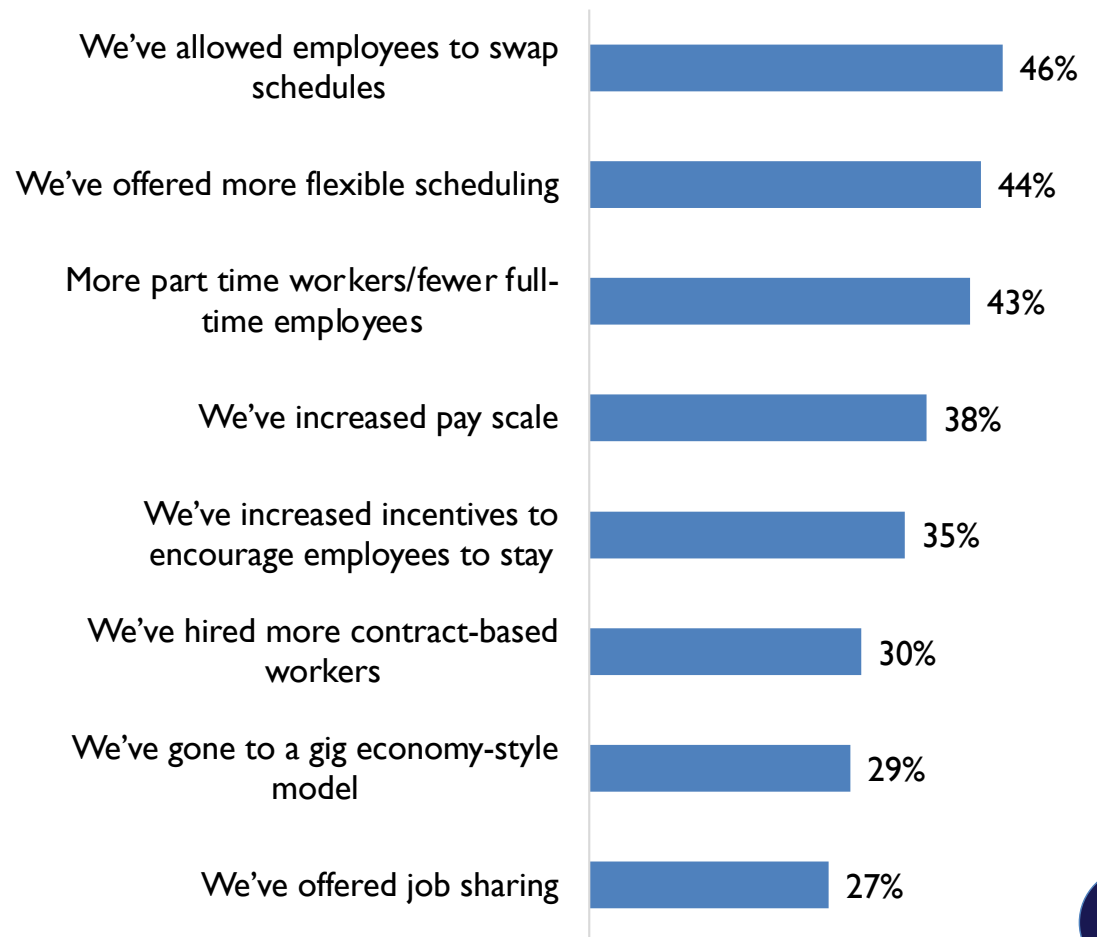
Retailers Still Say: Workers Are 'Here For The Products'

What are the TOP THREE most important things that you ask your employees to do?



**At The
High
Level,
This Is Not
Great
News**

In light of recent disruptions, which of the following has your company adopted?



The Best Performers (Retail Winners) Are Talking The Talk...

'Strongly Agree'

■ Winners ■ All Others



...AND Walking The Walk

In light of recent disruptions, which of the following has your company adopted?

■ Winners ■ All Others



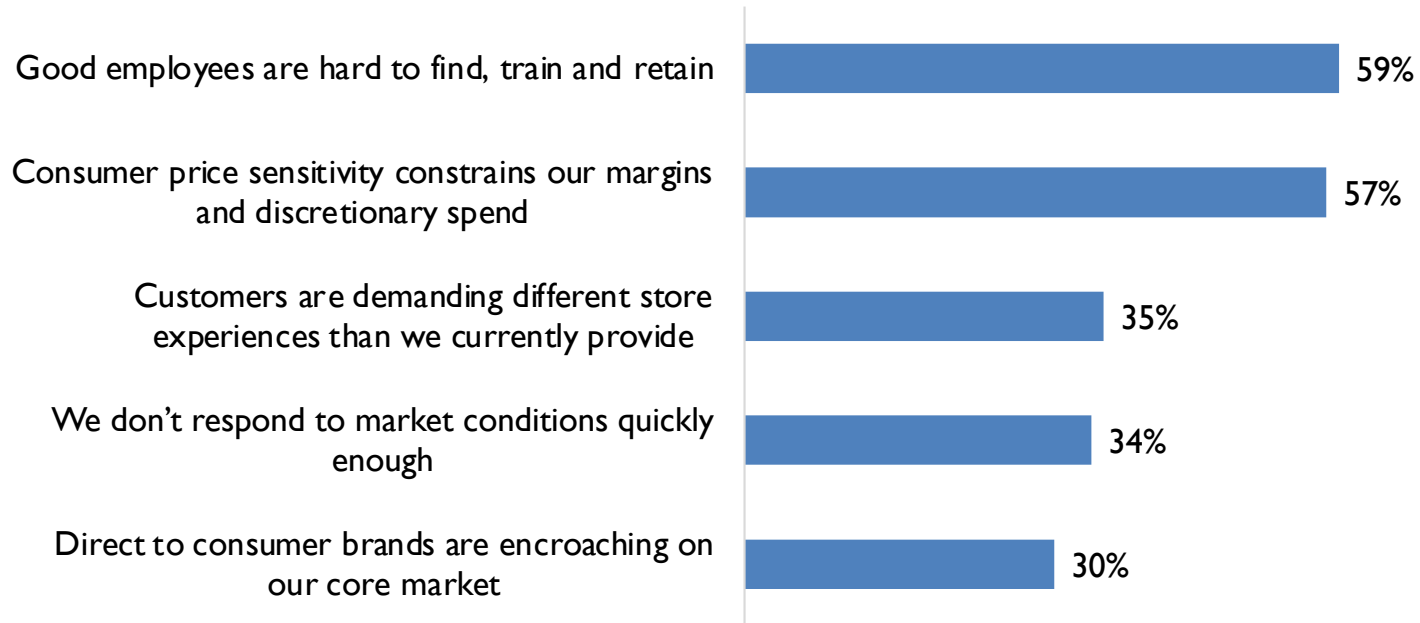


Business Challenges

Pressures From The Outside World

A Vicious Cycle: Tight Margins Lead To Fewer Employees Leading to Tighter Margins

What are the TOP THREE Business Challenges driving you to improve how the company manages its sales workforce?



What Are The TOP THREE Operational Challenges that are of greatest concern to your company in managing the sales workforce?

No Choice:

Retailers Are Being Driven By Shopper Expectations

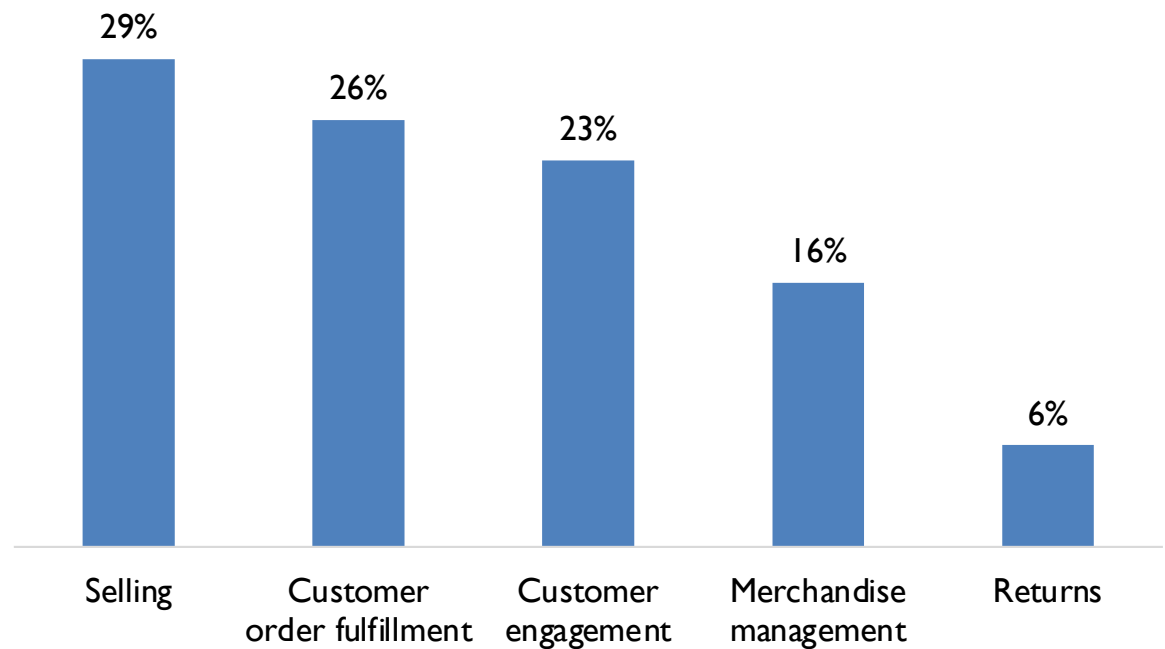


What Are Retailers Training For?

Retailer responses represent a time gone by.

Consumers know what they want, and when they need help, they are more likely to go to their smart phone than an associate.

Which of the following activities requires the MOST training?





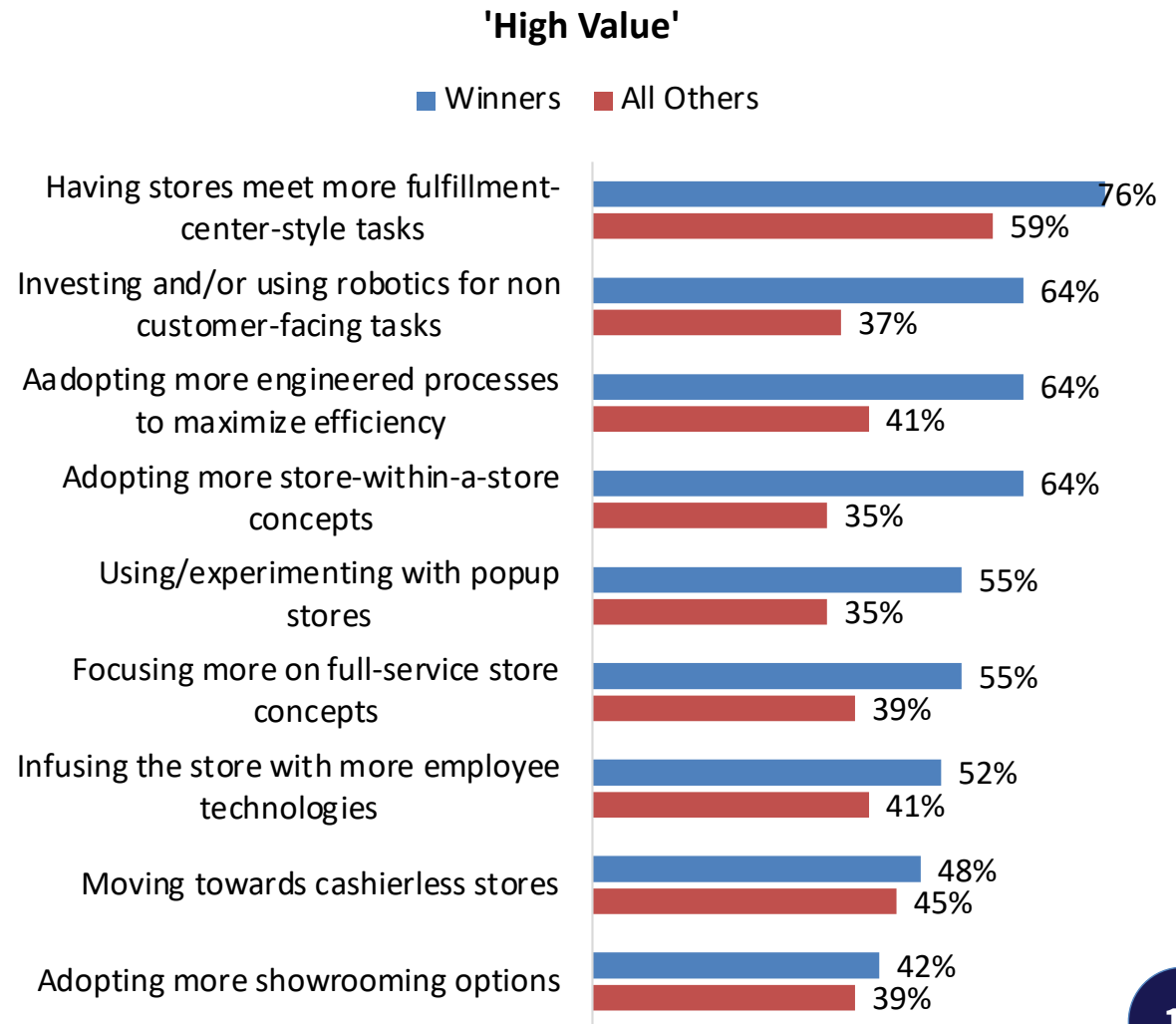
Opportunities

What Can Be Gained Amidst The Turmoil?

The Best Performing Retailers Say That Store Associates Matter – A Lot!



Winners Want More Of Everything



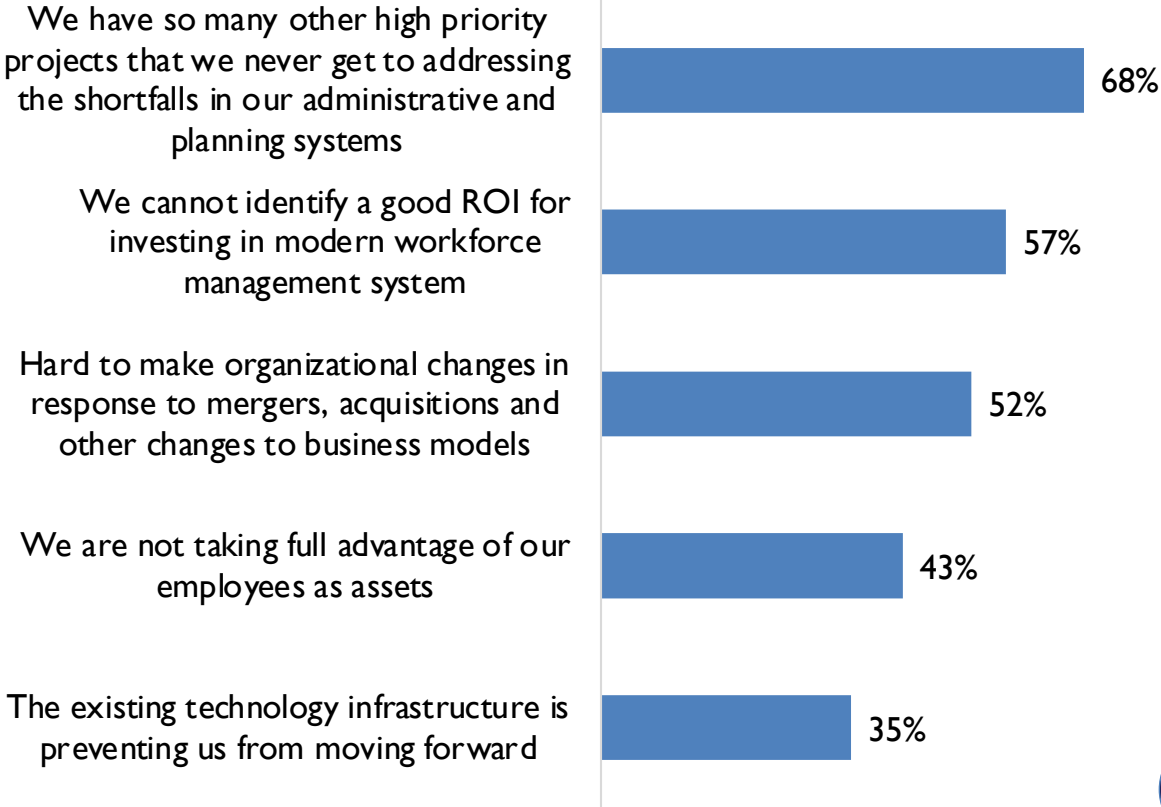


What Stands In Their Way?

Organizational Inhibitors

What are the TOP THREE Organizational Inhibitors preventing your organization from being more effective at managing the sales workforce?

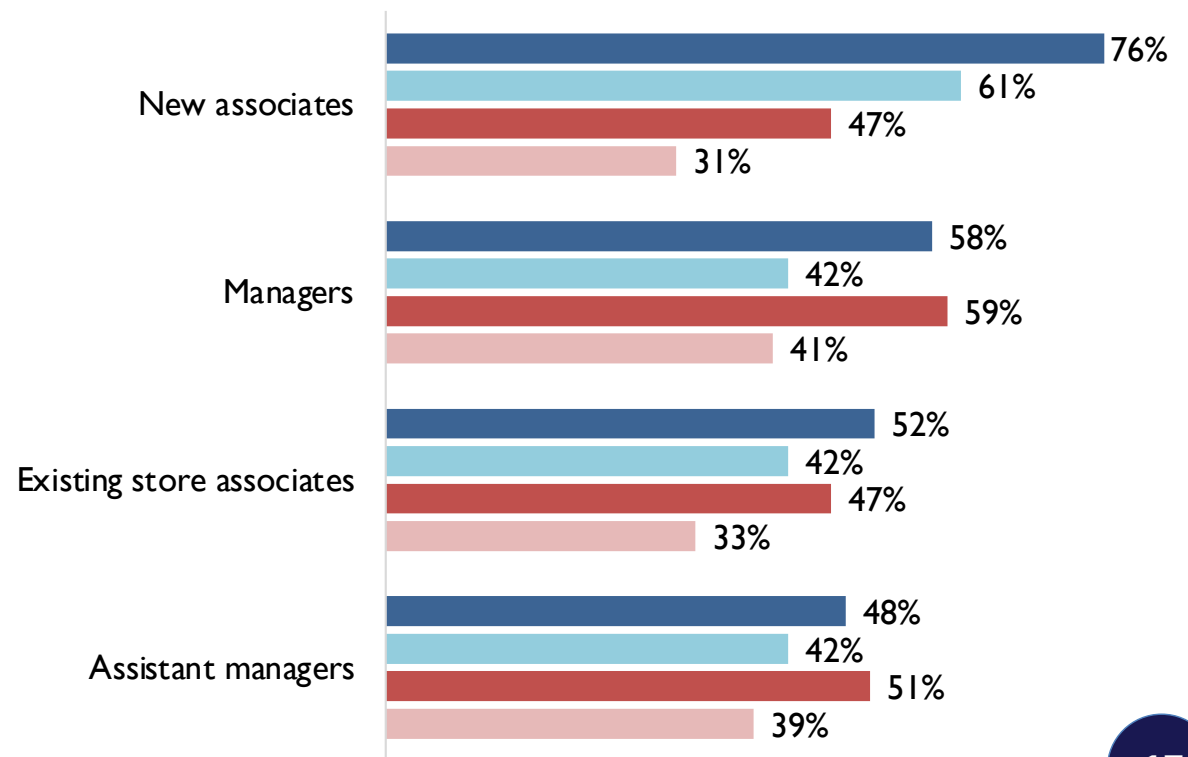
Too Much To Do



Winners Show Us Another Reason WHY They Win

Annual Training: 'Should Receive' vs 'Actually Receive' 20+ Hours

■ Winners 'Should Receive' ■ Winners 'Actually Receive'
■ All Others 'Should Receive' ■ All Others 'Actually Receive'





The Ways Retailers Think Technologies Can Help

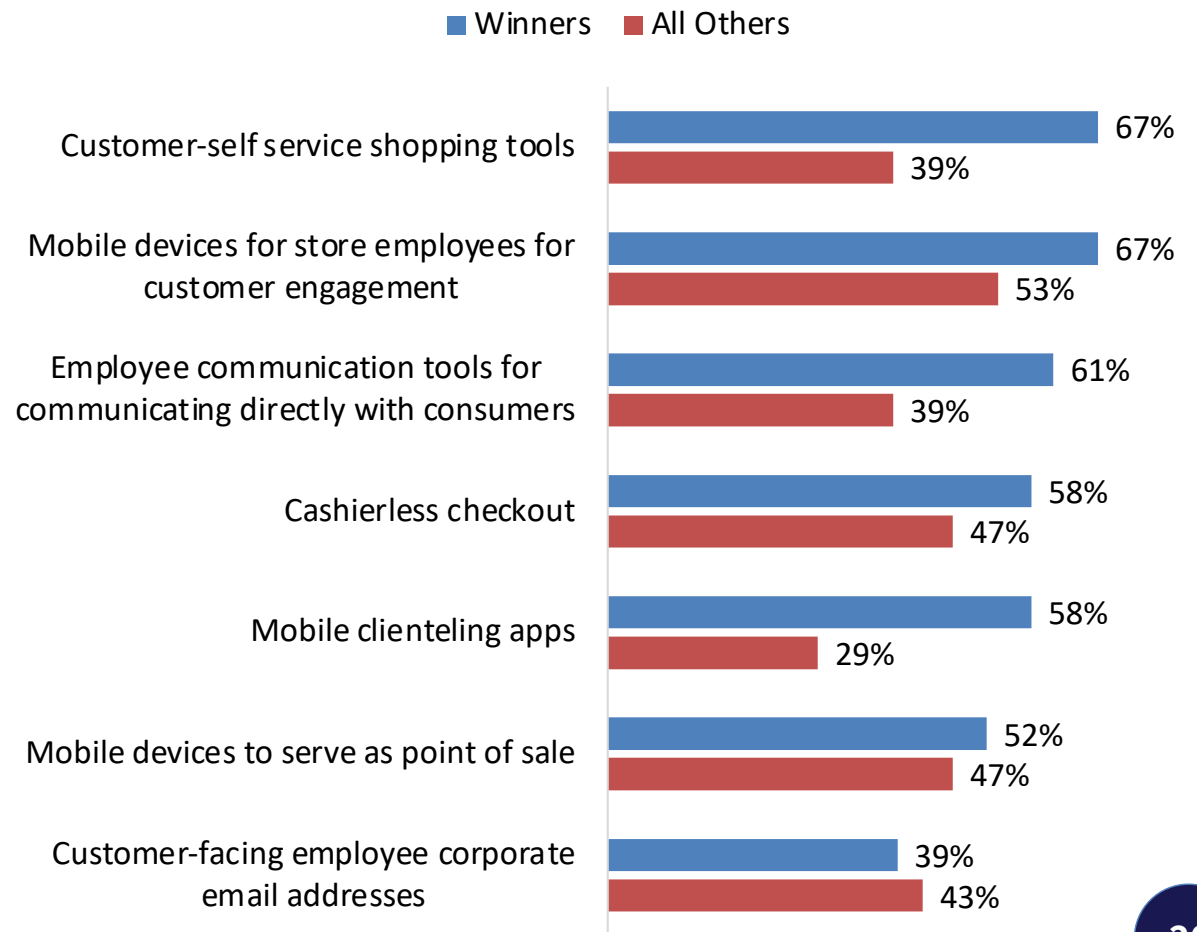
Technology Enablers

Technology Enabler Themes

- **Retailers Are Getting Beyond The Basics**
- **There Is Plenty Of Room To Improve**
- **The Next Frontier Of Servicing Tech-enabled Consumers And What It Looks Like**
- **Focus: Helping Employees To Help Each Other**
- **Winners Are Moving Fast To Catch Up To Consumers**

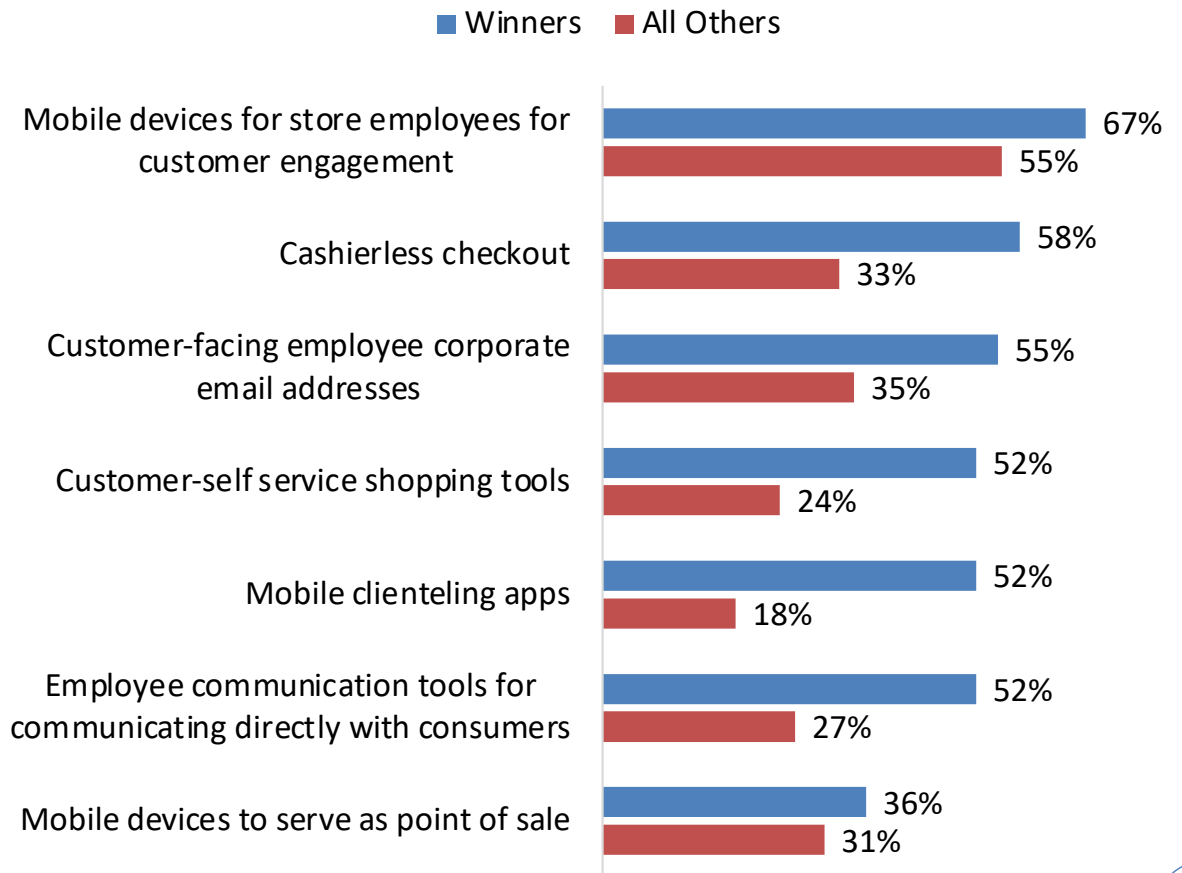
**Winners See
MUCH More
Value For Tech
For The
Customer AND
For The Sales
Employee**

'High Value' CUSTOMER-facing Technologies



So Far,
Winners
Are Happier
With What
They've
Installed

CUSTOMER-facing Technologies: 'Using & Satisfied'





Recommendations For Retailers

- **First And Foremost: Define *Exactly* What The Brand Experience Should Be**
- **Invest In The Sales Staff**
- **Recognize That This Isn't A Choice**
- **New Tasks *Require* Training**
- **Mobilize**

About RSR Research

Retail Systems Research (“RSR”) is the only research company run by retailers for the retail industry. RSR provides insight into business and technology challenges facing the extended retail industry, providing thought leadership and advice on navigating these challenges for specific companies and the industry at large. We do this by:

- **Identifying information** that helps retailers and their trading partners to build more efficient and profitable businesses;
- **Identifying industry issues** that solutions providers must address to be relevant in the extended retail industry;
- **Providing insight and analysis** about a broad spectrum of issues and trends in the Extended Retail Industry.



Has The Era Of The Empowered Workforce Finally Arrived?

Read the full report to find out more!
Available for FREE to all:

<https://www.rsresearch.com/research/has-the-era-of-the-empowered-workforce-finally-arrived>

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