

The Retail Associate of the Future—Today

A Day in the Life

How can technology empower your store associates to deliver a better customer experience?

Meet Stacey, an associate at a national retail chain. Her employer has recently adopted a workforce experience platform to connect employees and offer innovative solutions for customers.

Did you know?

86%

of customers will spend more money for a better shopping experience.¹

8:58 a.m.

Stacey signs in using collaborative apps, receiving the latest news and product updates from headquarters as well as last week's time card and her schedule.

82%

of associates agree that improving in-store staff communication positively affects the shopping experience.²

"Yes, it does come in yellow (and would look GREAT with your sofa!)"

9:27 a.m.

Mobile device in hand, Stacey provides up-to-the-minute product data to shoppers on the floor.

73%

of customers believe they are more informed than store associates, due to mobile access.³

10:33 a.m.

The crowd of customers grows! Stacey's manager monitors in-store analytics and the heat map, and moves her to the electronics department to help.

"Store associates not easily accessible" is the main customer complaint about the store experience.⁴

11:55 a.m.

A customer asks a technical question about a product. From her device, Stacey launches a video call with a remote store expert to respond and close the sale.

The conversion rate of interactions between an expert and a customer using audio and video is greater than

90%.⁵

2:02 p.m.

A customer is looking for a specific headphones model in a color that is out of stock. Stacey contacts another branch and arranges for them to be shipped overnight to the customer.

68%

of lost sales can be recaptured if workers are able to order the item and have it delivered.⁶

4:19 p.m.

Stacey takes an on-demand training from her device, improving her product knowledge and level of engagement. Then she logs off for the day.

41%

of workers with little or no access to training are likely to leave within a year.⁷

Only **12%**

of workers will leave if training programs are available.⁷

Let us help transform your retail business with a superior associate experience.

Download our new [white paper](#), and learn more about Cisco's digital productivity solutions at cisco.com/go/retail.

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1 Customer Experience Impact Report, Oracle (2011).

2 Customer Experience Impact Report, Oracle (2011).

3 "13 Reasons Why You Hate Shopping," by Gary Ambrosino (2016).

4 "Shoppers Rather Associate, Survey Finds," Internet Retailer (December 2010).

5 "Blame the Associate," RIS News (Oct. 2016)

6 "Cisco Remote Expert Solutions for Retail," Cisco Systems (2016).

7 "2011 Holiday Shopping Survey," Motorola (2011).