

STORE OF THE FUTURE

The Future of Retail Work

Humanizing Connections in a Digital World



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Today's Topics

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01

Expectations Have Changed

Digitization & digital transformation is mandatory

02

The Future of Retail Work

The retail workplace will continue to evolve

03

Humanizing Connections in a Digital World

Meeting & exceeding the needs of modern employees and customers

04

Fireside Chat: Empowering Employees with Digital

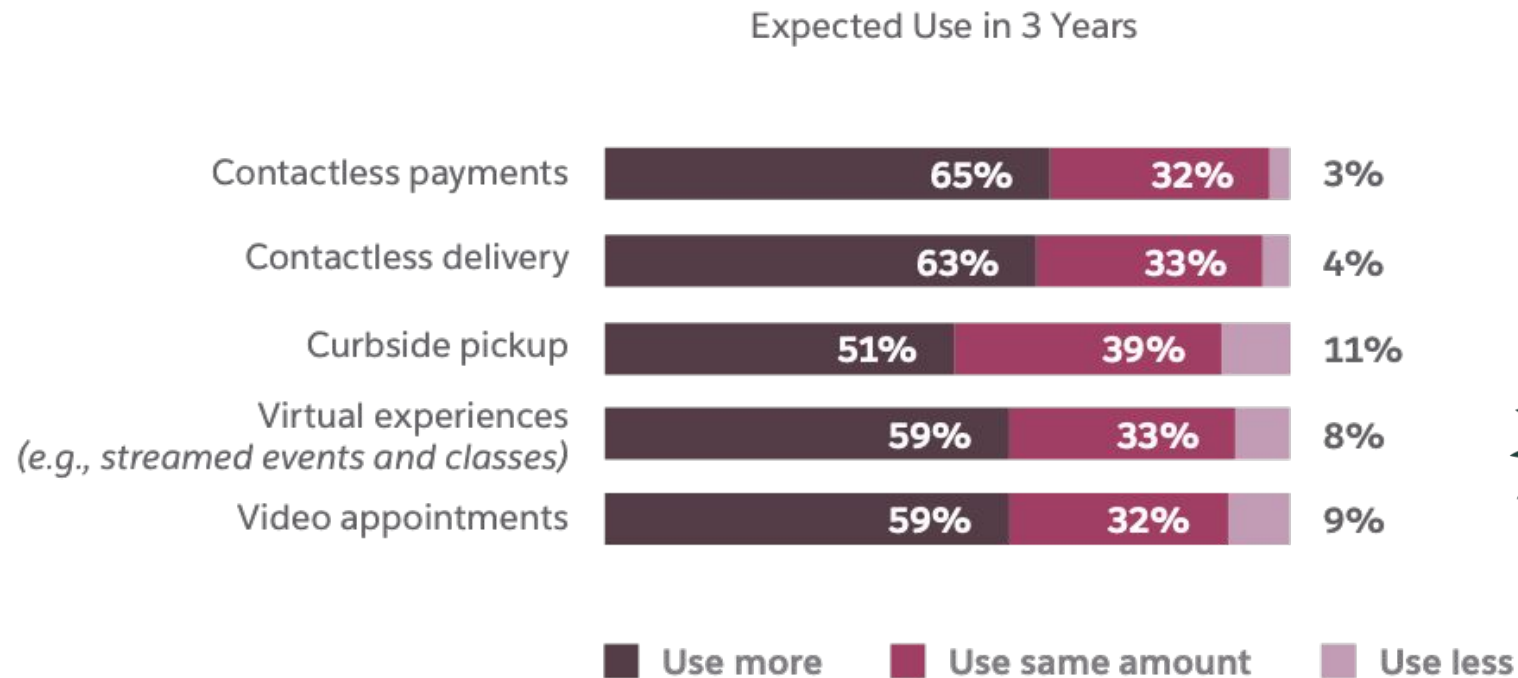
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Expectations Have Changed

The Pandemic Influenced Preferences

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Customers will use pandemic-era innovations at *least as often* in the future.

The New Era of Shopper Relationships

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And the expectation of a consistent, personalized customer experience

Pandemic

Safety

+

Convenience

+

Trust

=

Remove Friction

Beyond

Consistency

+

Service

+

Personalization

=

Enhance Experience

88%

of shoppers agree that **the experience** a company provides is **as important as** the product or service it offers

THE FUTURE OF RETAIL WORK

The Future of the Retail Workplace



Embracing a “Work from Anywhere” Mindset

The Workplace Is No Longer Confined

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Whether in-person at physical locations, remote from anywhere, or completely virtual

At Home (or the Beach)



At the Building



9 out of 10

organizations plan to adopt
a hybrid model for work in
the future.

Source: McKinsey,
January 2021

In the Metaverse

And Remote Work is Here to Stay

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“There has been a massive shift during the pandemic toward hybrid work, employees appear hooked on it and are unwilling to let it go. ”

“75% of respondents would prefer a hybrid work model in the future, compared to 47% pre-pandemic. ”

–McKinsey, April 2022



Retailing From Anywhere

Whether you're in-store or at your home office, shoppers stay at the center

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Store
Associates



Corporate
Employees



External
Partners



✓
Trust &
Integrity

✓
Communication
& Transparency

✓
Data &
Intelligence

THE FUTURE OF RETAIL WORK

The Future of the Retail Workforce



Roles are Being
Re-Imagined

Reimagining Roles in Retail

Amplifying meaningful connections through your people

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The Rise of the Omni-Associate

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74%

of associates will have a mobile device in 2024

54%

Increase

Additional Responsibilities Are Imminent

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There will be continual need for Training, Reskilling and Upskilling

A green circular graphic with a leafy branch extending from the top left. The circle has a dark green center and a lighter green outer ring.

76%

of global workers
say they are
unequipped for the
future of work

A blue circular graphic with a leafy branch extending from the top right. The circle has a dark blue center and a lighter blue outer ring.

Associates are
starting to add even
more roles, such as
digital store shifts in
the Metaverse, Live
Streaming, Content
Creators



Humanizing Connections in a Digital World

Humanizing the Experience

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Plays out across multiple fronts, starting with your employees

Employees

Investing in digital tools & trainings to streamline operations, increase collaboration & elevate productivity



Customers

Helpful, friendly employees, armed with the right tools along with data-driven insights and personalizations



Investing in your Retail Employees

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Source: Kevin Kruse, Employee Engagement 2.0

“Engaged employees feel a sense of passion for their work and spend their days driving innovation and moving their company forward.”

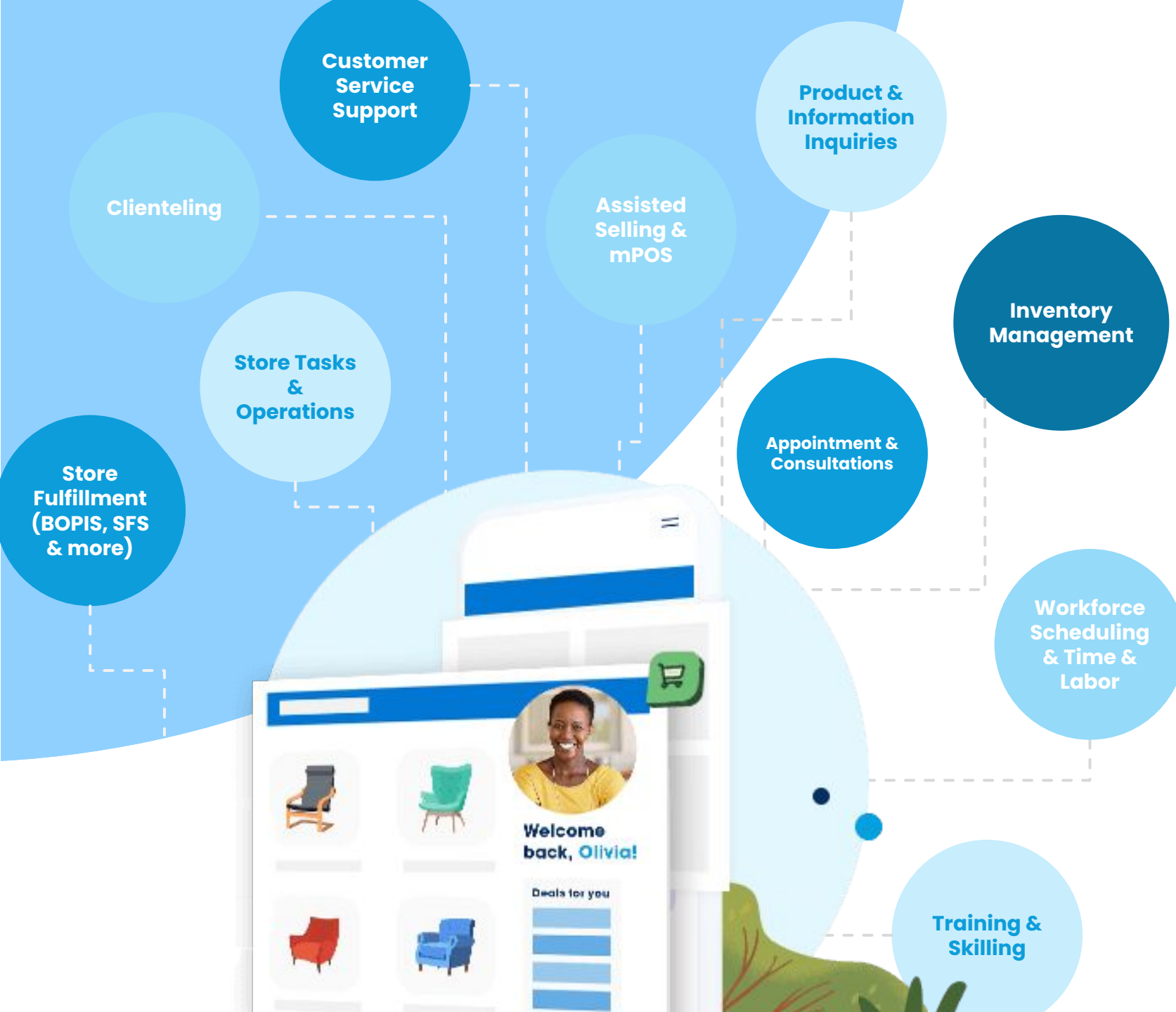
Source: Gallup’s “State of the Global Workforce”



It's time to simplify the life of the store associate

14

The typical number of different systems a store associate uses to do their job



Delivering a Humanized Experience

Key prerequisites and considerations

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Harness the Power of Single Sources of Data Truth across the business

- Customer Data positions (Zero, First, Second & Third Party)
- Inventory Availability
- Omnichannel Order Management System



Automate routine tasks to free up labor for the tasks that need a 'human touch'

- Self Service Chatbots & Recommended Actions
- Dynamic routing of VIP Loyalty customers to best Service Agents
- Automated Marketing Journeys, Loyalty Tier Progression, Rewards



Equip your workforce with the best tools to improve productivity & collaboration

- Customer Specific Messaging, Offers & Recommendations
- Modern communication & collaboration platform, to ensure awareness & responsiveness



Digitize employee experience to attract, retain and upskill your workforce

- Modern, consumer grade devices, applications & UX
- Mobile-first, work from anywhere capabilities
- Intuitive skilling & gamified learning programs



Deliver personalized, consistent customer engagements

- Place that customer in the center of everything you do
- Meet customers where they are, on the device & channel they prefer
- Ensure interactions are friendly, helpful, & efficient

The Future of Work

Humanizing Connections in a Digital World

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EMPOWER
Your Workforce

Reimagining Roles



CONNECT
Your Workplace

Working From Anywhere



ACTIVATE
Your Work

Operationalizing Your Data

Thank You



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Fireside Chat

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