

MODERN STORE EXPERIENCES

Empowered Store Associates

Empowered by insight and technology,
store associates adeptly orchestrate
modern store experiences

 Manhattan



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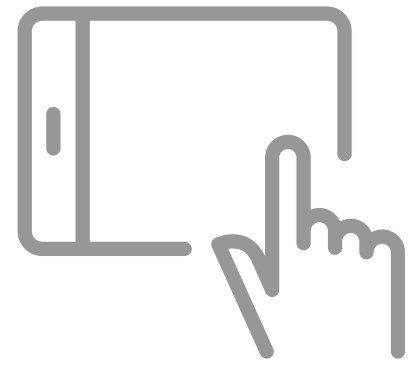
What makes up the modern store

Today, in-store retail has evolved beyond simply selling products. Modern stores now offer personalized, omnichannel services that cater to every need of today's shoppers, making their experiences convenient and memorable.

The modern store must be able to unite selling, personal retailing, and fulfillment, as well as analyze performance and empower associates to provide exceptional service.

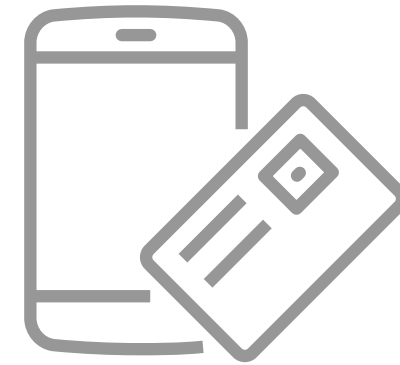


Five elements of modern store experiences



Empowered Store Associates

Enable store associates to be at the forefront of operations, leveraging unified and mobile store technology to deliver exceptional customer experiences.



Seamless Selling

Cater to omnichannel shoppers through flexible inventory, ordering, checkout, and convenient payment options, thereby boosting sales and customer loyalty.



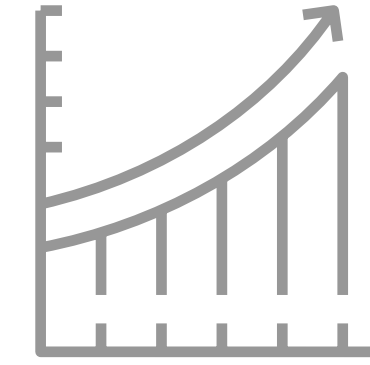
Personal Retailing

Offer tailored, immersive shopping experiences through expert product advice and individualized attention that differentiates the retailer's brand.



Optimized Store Fulfillment

Utilize technology and the workforce to maximize omnichannel fulfillment performance through efficient store pickup and shipping.



Rich Performance Insights

Prioritize continuous improvement by using robust sales, operational, and comparative insights to drive meaningful change.



The modern store is empowered

Store associates, empowered by insight and technology, orchestrate modern store experiences

The changing habits and characteristics of modern shoppers require a rethinking of store associates' roles, skills, and tools. Nowadays, people don't just visit a store to make a purchase. They may also go there to evaluate products before buying online or to seek personalized support when evaluating multiple products. Modern shoppers expect store associates to provide expert product advice, help them find available inventory, offer tailored shopping services, and quickly complete checkout. The interaction between modern shoppers and store associates is more of a value-added relationship than a simple sales transaction.

In modern stores, associates must be brand ambassadors, product advisors, sales and service specialists, and fulfillment expeditors, skillfully guiding and supporting customers at any stage of their buying journey. To empower store associates to add value to the modern shopper's journey, modern stores must evolve and equip associates with customer and product insight and the necessary digital and mobile technology to skillfully orchestrate modern store experiences.

Recommendations for empowering store associates

Modern stores can empower store associates to expertly orchestrate modern store experiences by using the following strategies and techniques:

- › Unify all customer-facing and omnichannel store functions in one store associate experience.
- › Mobilize store associate capabilities with a consistent user interface across fixed and mobile form factors.
- › Simplify and accelerate store associate access and navigation to product and customer insight.
- › Enable store associates to proactively monitor and manage increasing store task workloads.

86%

of shoppers agreed that they have a better store experience when store associates are equipped with the latest technology to assist them while shopping.



Unify all customer-facing and omnichannel store functions in one store associate experience

The modern shopper's buying journey is fragmented and fluid, calling on stores and store associates to rapidly respond to the customer's need in the moment. The modern shopper's buying journey must drive the design of the store associate experience in modern stores. For store associates to provide high-quality service to these shoppers, they must be able to quickly navigate to the functions needed to support the customer at that moment.

In modern stores, all customer-facing and omnichannel functions, like managing store pickup, are provided to store associates in a unified experience where they can navigate to and switch among functions with minimal effort. These functions must work together seamlessly by sharing data, thereby eliminating the need for store associates to reenter data to complete a transaction, which can cause delays and errors. For example, a product viewed in the catalog can be quickly checked for inventory availability and then added to the customer's cart without reentering any information along the path to completion. In many ways, modern store solutions must mimic the shopper's buying journey in the eyes of the store associate, providing the flexibility to support customer interactions wherever they may go.

Business Outcomes

Higher sales conversion rates: A unified store associate experience in stores can lead to higher sales conversion rates. If store associates find product information faster and can provide shoppers with meaningful advice, they are more likely to complete sales transactions or take the desired actions.

Improved customer satisfaction: When a store associate is able to offer more convenient and accurate service, customers' satisfaction with their store experience rises.

Enhanced brand perception: Store associate performance is often closely associated with the overall brand. A positive store associate experience can improve the perception of the brand, leading to increased brand loyalty and advocacy.


80%


of retail winners — those with better-than-average sales performance — strongly agree that their frontline customer-facing employees significantly impact annual sales




INTERACTIONS

 Customer **Tyler Jenkins**
Subject Upcoming Appointment
Created 04-23-2024 10:55am

 Customer **Tyler Jenkins**
Store Location US-8088-5222
Picked Up 04-22-2024 2:23pm

 To **Tyler Jenkins**
From Store
Sent 04-22-2024 2:22pm

 Customer **Tyler Jenkins**
Store Location US-8088-5222
Picked Up 04-22-2024 2:16pm

Mobilize store associate capabilities with a consistent user interface across fixed and mobile form factors

Modern shopping is digitally influenced more than ever before. Many modern shoppers embrace a hybrid shopping approach to discovering, evaluating, and purchasing products. It is typical for modern shoppers to visit a retailer's website while at home to check prices and product availability before purchasing in the store. When they choose to buy in a physical store, they want more than they can get online — additional information, advice, or personalized service quickly to support their purchase.

With hybrid shopping, modern shoppers have higher expectations for their store shopping experience, including the capabilities of store associates. They become frustrated when store associates can't quickly find information or complete transactions. Mobile solutions in stores can relieve this frustration. With fast access to information and tools on mobile devices, store associates can efficiently and effectively assist customers and complete checkout anywhere on the store floor. When the store associate user interface is consistent across fixed (e.g., cash wrap) and mobile form factors, user adoption, productivity, and effectiveness improve, thereby creating significantly enhanced store experiences.

Business Outcomes

Elevated customer service: With instant access to product information, inventory levels, and customer purchase history, associates can provide better and more personalized customer service. This capability often leads to increased customer satisfaction.

Improved customer convenience: Mobile devices can be used by store associates to process customer checkout anywhere in the store, reducing waiting times and improving customer convenience.

Increased store productivity: Mobile solutions for store associates can streamline various tasks such as inventory management and order picking. This efficiency can reduce the time spent on these tasks, allowing associates to focus more on customer service.

76%

of surveyed shoppers said that mobile technology employed in stores for use by customers and store associates helps provide a faster shopping experience



Simplify and accelerate store associate access and navigation to product and customer insight

Traditional store systems were not designed with the modern shopper in mind. Systems like point-of-sale were designed with a linear workflow presuming the customer's intent, such as processing a payment transaction. As shopping behaviors have evolved, retailers have added separate applications to support other customer interactions in stores, such as assisting customers with product information. However, what has resulted is a retail store environment of multiple disconnected applications and information sources, requiring store associates to figure out on the fly what tool to use to support the customer's needs. This environment inhibits store associates' ability to rapidly respond to a modern shopper, potentially leading to customer dissatisfaction.

Unfettered access and navigation to rich customer and product information are essential to creating modern store experiences that delight customers. The store associate experience must be equipped with rich search capabilities, making omnichannel inventory, product, and customer information quickly discoverable. Easy-to-view and understand summary information allows store associates to apply the necessary information to personalize customer interactions and respond to customer questions and transactions rapidly and accurately. The store associate can drill down into more detailed information to support the customer's needs when necessary. With information usability as a focus, store associates can close the information gap with shoppers and provide the service that creates meaningful store interactions.

Business Outcomes

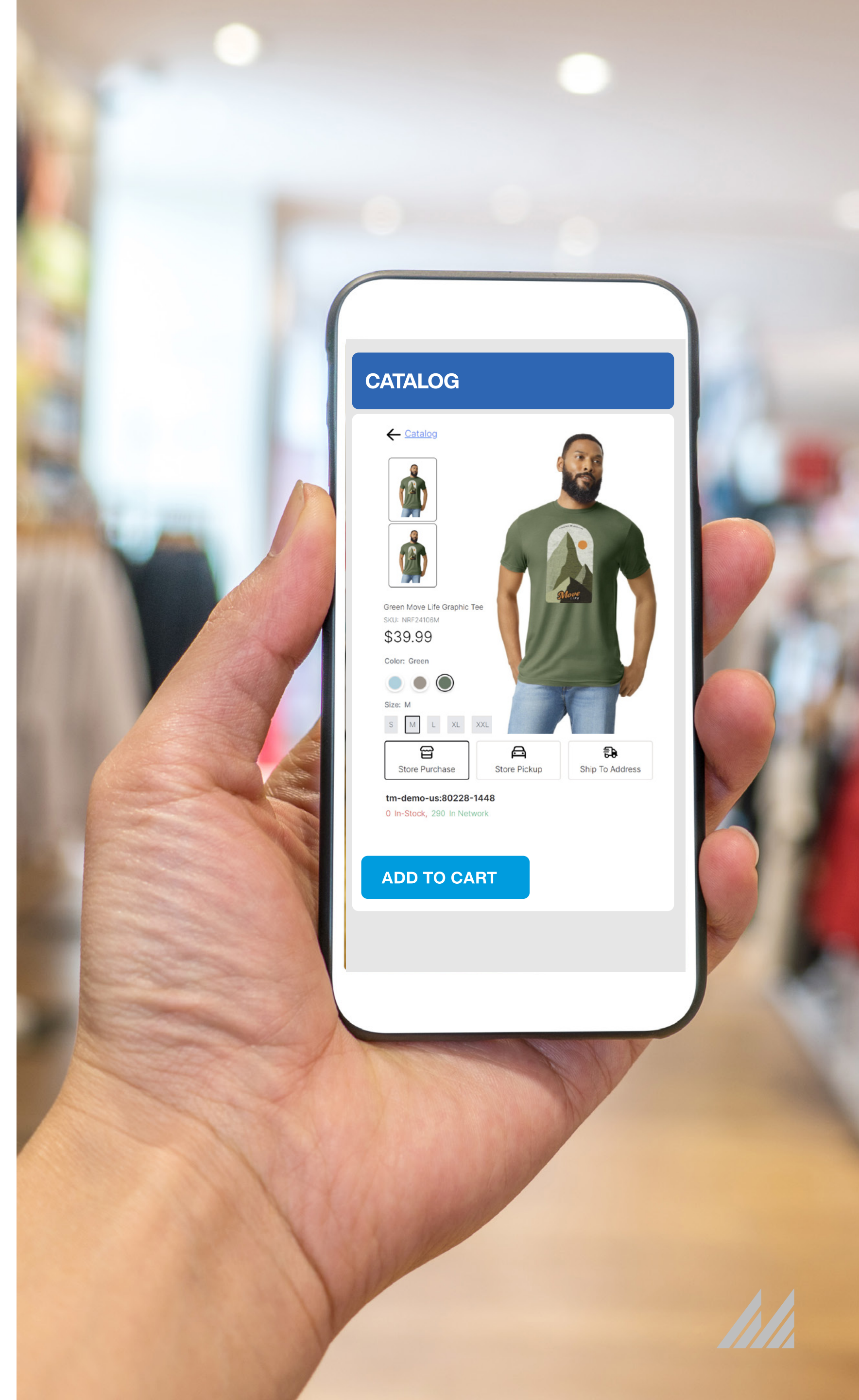
Enhanced brand perception: When associates can effortlessly access real-time data about customers, products, promotions, and inventory anywhere in the store, they can respond more quickly to customer inquiries, thereby improving the store experience and the retailer's brand reputation.

Increased productivity: Streamlining access to product and customer information makes store associates more productive, allowing them to focus more on customer service rather than finding information.

Improved user engagement and performance: Store associates are more likely to engage with store solutions that provide them with the information and tools to succeed in their work. This can lead to improved job performance and decreased store associate attrition.

77%

of retail executives believe shoppers are better connected to information than store associates



Empowered Store Associates

Enable store associates to proactively monitor and manage increasing store task workloads

Modern stores are more than just about sales. They are return centers for online and offline purchases and fulfillment hubs processing orders for pickup and shipping. In this omnichannel world, store associates are now the “Swiss Army Knife store associates” with multifaceted roles, each with unique tasks. The Swiss Army Knife associate may handle customer appointments one moment, check inventory the next, and end their day managing curbside pickups.

Store associates’ diverse work roles and tasks are essential considerations in designing store solutions and processes that empower associates to succeed. They need tools to organize and prioritize their diverse workloads, replete with the information and guidance to execute efficiently and accurately. These tools must remove the guesswork of managing tasks like inventory cycle counting or order picking. Stores should proactively notify associates of their work tasks, including automatic prioritization of work. Hence, they know exactly the next best action to take. Prescriptive guidance must be clear so associates know exactly the work needed – where, when, and how tasks must be executed. A store associate experience designed to optimize work management will help improve store experiences and, importantly, employee engagement.

Business Outcomes

Elevated store associate satisfaction: A user experience designed to simplify the complexities of modern stores can significantly elevate store associates’ satisfaction by making their work more intuitive, faster, and enjoyable. This leads to a better overall experience for both the associate and the store.

Increased store productivity and quality: When the store associate experience provides prescriptive guidance to prioritize, organize, and execute work tasks, store productivity and capacity can rise.

Improved store fulfillment performance: Store fulfillment adds new time-critical tasks to store associate workloads. Automatically prioritized workloads with prescriptive actions enable store associates to keep on top of these tasks and meet customer order commitments, such as pickup times, thereby improving customer satisfaction.

70%

of store associates wish to receive prescribed tasks that help them manage their work rather than data or reports they need to decipher



MODERN STORE EXPERIENCES

Empowered Store Associates

Store associates are at the forefront of delivering exciting modern store experiences

Store associates are the orchestrators of modern store experiences, adeptly delivering meaningful services and support that delight modern shoppers. Empowered and engaged by insight and technology, store associates are at the forefront of redefining in-person retail through expert advice, personal assistance, and flawless sales and fulfillment execution.

When businesses invest in technology to improve the frontline employee experience, they experience a

568%

improvement in employee engagement

Sources:

Zebra

WorkForce Software

Retail Dive

Zebra

Zebra

O. C. Tanner

ORDER DETAILS

Order **202311202306900**
Created **April 23, 2024 3:55pm**

[Reprint Receipt](#) [Return](#)

IN-STORE PURCHASE 1 item



Taupe Move Live Graphic Tee
NRF24104M
M | Taupe

STORE PICKUP 1 item



Green Move Live Graphic Tee
NRF24106M
M | Green

SHIP TO ADDRESS 1 item

1500 Broadway, New York, NY 10036-4015



Light Blue Move Live Graphic Tee
NRF24103M
M | Light Blue



Learn how Manhattan can help you
empower your store associates at
manh.com/modern-stores-are-empowered