



Market Snapshot

# 5 Imperatives for Selecting a Workforce Management Solution for Your Retail Store Employees

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# Is this report for me?

You will find this Market Snapshot relevant if you:

- Are actively in the market for next-generation workforce management solutions that support your store operations
- Currently are, or soon plan to be, assessing what impact your evolving retail strategy has on store operations
- Have recently experienced technology challenges that prevented your store teams from successfully executing their intended strategies



This report offers a quick but structured perspective on what you must prioritize when selecting a workforce management solution for your next-gen workforce, including:

- Intelligent & Automated Labor Scheduling
- Employee Engagement
- Efficient Fulfillment Operations
- Dynamic Task Management
- Modern Technology Architecture

The rest of this Market Snapshot details each of the workforce management solution imperatives.



## Optimize labor scheduling with artificial intelligence.

Execute context-based labor schedules.

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Manage labor schedules better by taking into account labor laws and union rules, employee preferences, such as shift timing, availability and vacations, and shopper traffic patterns.

Automate the labor scheduling process.

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Reduce manual effort and cost by automating labor schedules using artificial intelligence. With skilled labor at a premium, your store managers' time is better spent elsewhere.

Establish transparent scheduling practices.

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Explain the rationale for the scheduled decision, allow users to view and understand how AI made the decision, and enable modifications to enhance users' experience and trust.

**70% of retail managers** say they have recently faced challenges in meeting shopper demand due to inadequate labor staffing.

Source: The Harris Poll

**~2/3rd** of companies intend to use artificial intelligence to enhance efficiency in operations and staffing in 2022.

Source: Genesys

**76% of enterprises** rated as artificial intelligence "beginners" trust decisions made by AI systems some of the time.

Source: Cognizant

IMPERATIVE #2: EMPLOYEE ENGAGEMENT

## Provide associates with the tools and training they need to succeed.

Offer comprehensive self-service.

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Simplify HR, finance, and administrative experience for store employees, allowing them to easily view pay stubs, request and approve leave, and set their own schedule preferences.

Drive intended behavior with training and gamification.

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Support the exponential growth in the volume, velocity, and variety of store tasks by enabling store teams with tools and training, including gamification to improve training adoption and stickiness.

Enable peer-to-peer collaboration.

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Enable bi-directional communication and collaboration among store staff, stores within a cluster, and between stores and corporate to improve planning, merchandising, and store operations.

82%

of HR leaders believe chatbots can help deliver excellent self-service.

Source: ServiceNow

28%

of grocery retailers are in pilot phase or have future plans to adopt gamification and social features for associate engagement.

Source: Incisiv

There has been

**more than a 40%**

rise in workers' usage of collaboration tools since the pandemic began.

Source: ESI ThoughtLab

## Improve store fulfillment efficiency.

Help associates find and pick items easily.

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Provide store associates with guided interactive or 3D maps to make order picking flawless, lowering their cognitive burden and reducing errors.

Maintain high picking efficiency in real-time.

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Improve store fulfillment efficiency multi-fold with dynamic pick plans that adapt to incoming orders in real-time, delivering associates the optimal route to pick multiple orders.

Improve store inventory accuracy.

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Help store associates improve store inventory accuracy with easy inventory management tools and notifications, such as more timely and efficient cycle counts.

Guided work for retail associates improves their overall productivity by up to **35%**.

Source: Honeywell

Order picking expenses can account for more than **50%** of a warehouse's total operating cost.

Source: The Balance SB

The average retail store's inventory accuracy is between **60% to 65%**.

Source: Auburn University RFID Lab

## IMPERATIVE #4: DYNAMIC TASK MANAGEMENT

### Enable store teams to work smarter.

Intelligently prioritize tasks to boost productivity.

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Balance competing customer experience and operational forces by understanding the context and business impact of specific actions, and assign task priority accordingly.

Manage work through a personalized dashboard.

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Make it easier for associates to plan their day and know what to focus on by aggregating data from across systems, and personalizing what they see on their dashboard based on what's most relevant.

Enable real-time notifications to trigger action immediately.

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Ensure a high level of engagement and communication across associates and stores using real-time alerts, so that they execute critical business operations, such as managing inventory levels smartly.

**More than 60%**

of workers said their productivity at work suffers due to excessive workload, leading to poor work-life balance.

Source: Mental Health America (MHA)

Higher levels of employee engagement result in a 26% increase in performance and 25% increase in customer focus.

Source: Effectory

Within the next year,

**40%**

of retailers are planning to increase their investment in platforms that offer real-time inventory tracking.

Source: IDC

## Empower your workforce with modern and agile technology.

Build agility and resilience through modern technology.

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Modernize legacy applications and adopt a composable architecture in which each component is easy to plug-and-play, scale-up, and upgrade as needed using a MACH (microservices, agile, cloud-native, headless) architecture.

Unify store systems through a single interface or app.

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Unify all store operation applications within a single app or interface, reducing the burden on store teams and increasing productivity.

Unshackle business teams from over-reliance on IT.

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Offer easy integration with existing enterprise platforms (such as POS, eCommerce, order and warehouse management), and plug-and-play connectivity with third-party solutions with minimal reliance on IT.

More than 80% of IT leaders intend to add MACH to their architecture in the next year.

Source: MACH Alliance

42% of grocery retailers are currently implementing or planning to implement a unified app or interface for workforce management.

Source: Incisiv

84% of enterprises currently using microservices say doing so helps them attract top talent.

Source: IBM

## RECOMMENDED READING

Shoppers' rapid embrace of digital means it is a brave new world for store operations executives.

Our companion thought leadership report, [How Digital Acceleration Has Impacted Store Operations and the Next-Gen Workforce](#), explores six ways in which digital acceleration has impacted store operations.

While a quick recap is provided here, [👉](#) we recommend reading that report for additional context [👇](#).



## MARKET SNAPSHOT RECAP

# How Digital Acceleration Has Impacted Store Operations and the Next-Gen Workforce

In our companion Market Snapshot, we explore six store operations and the next-gen workforce imperatives, including how:

- ❑ Store space needs to be flexible due to changing macro dynamics
- ❑ Retailers need to make store-based fulfillment efficient
- ❑ Store teams need to manage a greater volume, variety, and velocity of tasks
- ❑ Stores need to balance experiences that amplify online convenience but impact in-store experience
- ❑ Stores need to provide expedient and empathetic service
- ❑ Retailers must forecast better amid supply chain uncertainty

Each transformation imperative is discussed in detail, including its impact on retailers and recommendations for what they must do in response.



## ABOUT INCISIV

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Incisiv is a peer-to-peer executive network and industry insights firm for consumer industry executives navigating digital disruption.

Incisiv offers curated executive learning, digital maturity benchmarks and prescriptive transformation insights to clients across the consumer and technology industry spectrum.

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## ABOUT ZEBRA TECHNOLOGIES

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Zebra Technologies (NASDAQ: ZBRA) hardware and software solutions empower the front line in retail to achieve a performance edge, enabling every asset and worker to be visible, connected and fully optimized.

[www.zebra.com](http://www.zebra.com)