

CASE STUDY

Retail store chain enhances sales performance and standardizes on-the-job training across 250 stores

How do you ramp up new sales associates fast and reduce the number of quick quits? And how do you keep existing staff informed about new products and procedures as they become available — while meeting sales targets and keeping service quality consistent?

These were the questions a large retailer with more than 250 stores across North America were asking as they sought help with operational and product knowledge — with a focus on delivering an exceptional customer experience.

They needed visibility into performance across store and sales teams, and a consistent way to offer on-the-job guidance that fostered self-sufficiency and kept associates on the store floor assisting customers.

COMPANY

Retail enterprise in the U.S. with a large workforce and roughly 250 store locations that use mobile devices at the frontline. Employees often work alone.

KEY CHALLENGES

- ✓ Standardize store performance across locations
- ✓ Increase sales per shift as new products launch
- ✓ Equip new employees to be productive faster and reduce turnover

SOLUTION

Implementing Smart Access gave visibility into frontline performance across locations and equipped frontline associates with self-serve product and operations guidance, while enabling store operations managers to help coach effectively without constant supervision.

The Results

4%

Performance gains — measured in sales per shift, customer satisfaction

19%

Increase in retention - fewer quick quits

58%

Less time for new associates to gain skill proficiency

The self-sufficiency challenge

Before finding a solution, on-the-job training was offered by whichever employee was present the day the new hire arrived, and it wasn't consistent or comprehensive.

Beyond initial training, sales associates had no way to access operational instructions or new product information without having to ask a store manager or resort to Google for the answer. It wasn't uncommon for sales reps to work alone in the retail stores after training, and taking time to research on their phone or find the store manager took them away from the customer.

Now with Smart Access, self-serve learning and on-the-job training is guided for consistent impact. Leadership gets visibility into store performance, and they have confidence new hires are consistently learning the essential operational skills and new product knowledge. It's now possible to measure impact at the store or area level on sales.

"If our store frontline needs to know how to do something, Smart Access is a one-stop shop for answers. It lets our team be more independent and they are instantly alerted to new updates and changes."

— Manager of Learning & Development

The storefront impact of on-the-spot guidance

What's the value of Smart Access technology to retail store operations? It takes 58% less time for new associates to gain skill proficiency, there's a 19% increase in employee retention, and there's a 4% gain in performance.

- ✓ Increased product knowledge among sales associates to improve sales performance.
- ✓ Guided skill building provides personalized training from day one, with manager visibility and feedback on progress.
- ✓ Instant answers that associates can consume on mobile in seconds in the flow of their work: how-to videos, checklists, and new content alerts

"Because I get instant alerts on new product models and updates, I'm confident I can relay this information to a customer, without having to ask a colleague or my manager for help."

— Frontline Sales Associate

We're pushing the bounds of modern retail productivity and performance.

We can get your pilot up and running in 30 days or less.