

Getting Ahead:

How Quick Collaboration Can Lead to Faster Decisions and Greater ROI

Amidst economic headwinds, ever-growing consumer expectations and mounting competition, the current retail marketplace is as challenging as it's ever been. Though industry-wide labor shortages have eased over the past year, retailers still struggle to attract and retain frontline talent. The gap between a small number of market leaders and those who struggle to maintain profitability—and avoid bankruptcy—continues to widen.

How can retail organizations position themselves to be among the winners in their industry? What steps are leaders taking to increase efficiencies, improve customer and employee experience and transform their operations? And how can the right technology strategy help?

To answer these questions, we partnered with Retail Dive to survey more than 150 retail executives alongside store, regional and district managers. Here's what we learned.



Workforce Challenges Remain Prevalent

73%

of retail executives and managers report that it has been at least somewhat difficult to hire and retain enough staff to keep stores fully operational and meet customer service standards.

25%

of respondents say that it has been very or extremely difficult for their organizations to do so.

Stakeholders Know Improvements Are Needed

95%

of survey participants agree that cultivating a stronger sense of belonging among associates would make it easier for them to retain frontline staff.

95%

also agree that improving their organization's ability to train new hires and communicate with existing employees would help them overcome workforce challenges.

Technology Matters

96%

of survey participants agree that technology is critical to the success of retail operations today.

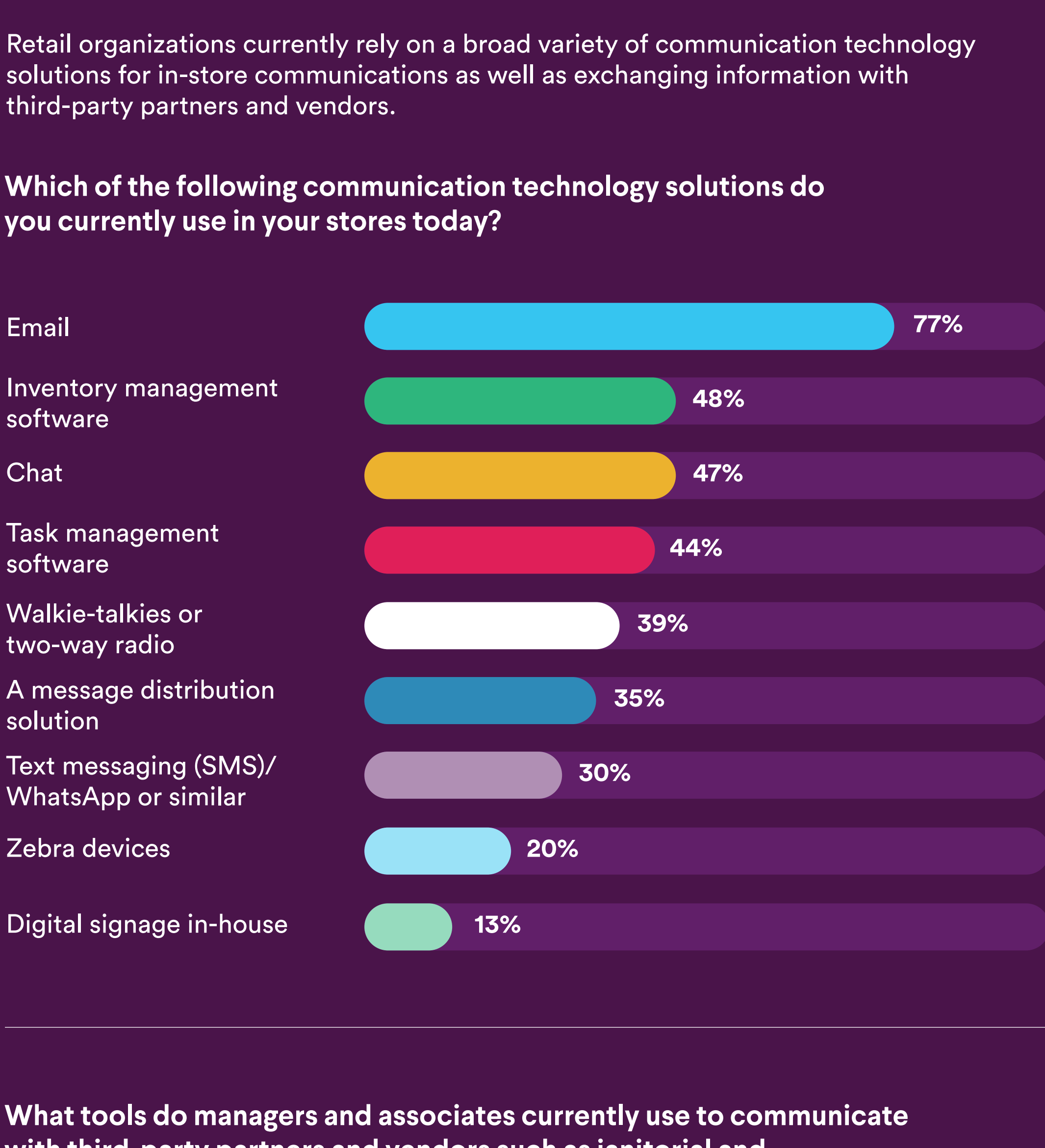
86%

plan to maintain or increase their annual budget for in-store technologies over the next one to three years.

Retail's Technology Toolkit

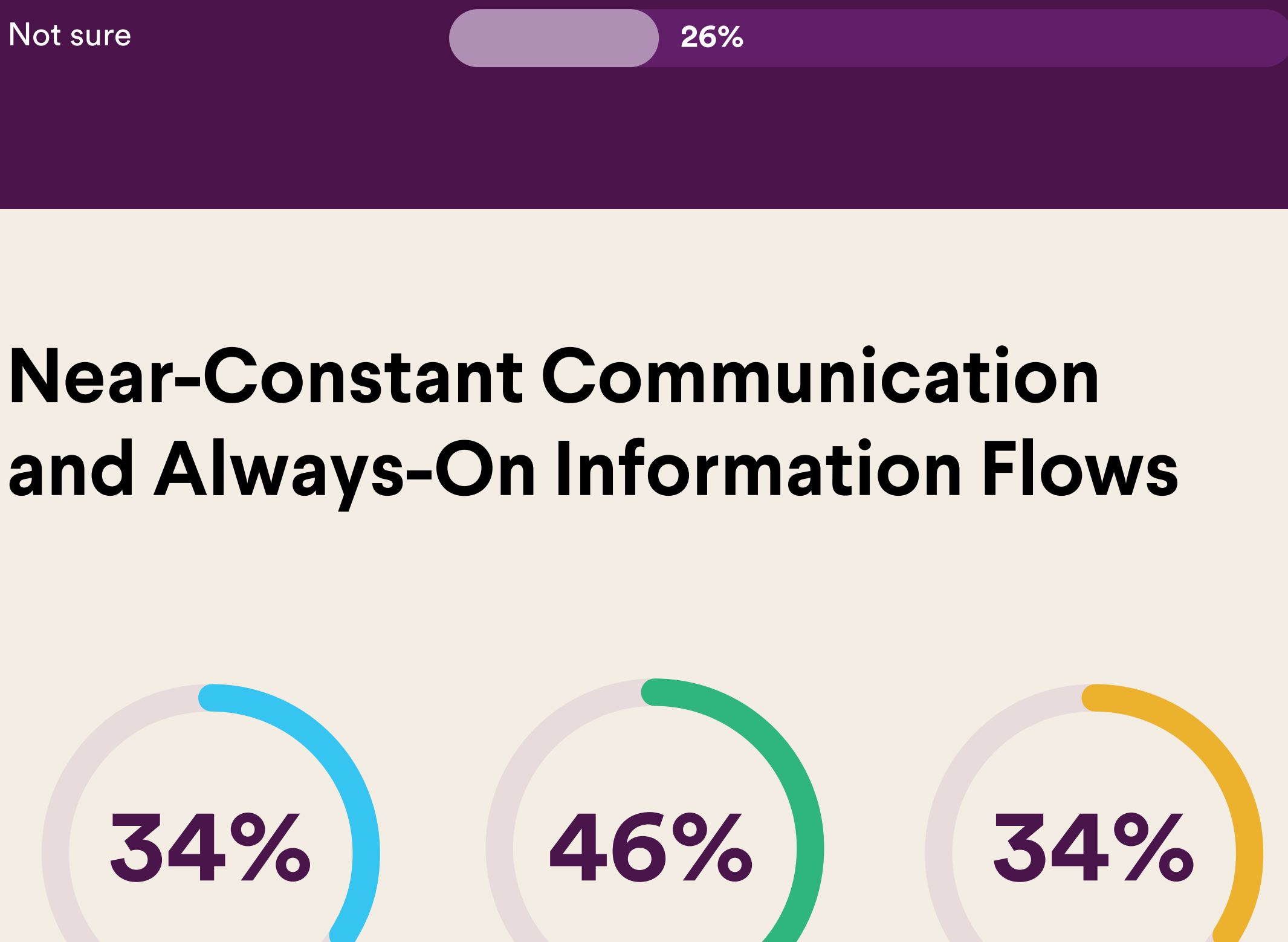
Today's retail stores are no longer just for in-person purchases of physical merchandise. Instead, stores play host to a diverse array of shopping experiences and operational processes.

Which of the following operational processes do you currently perform in all or some of your stores?



Retail organizations currently rely on a broad variety of communication technology solutions for in-store communications as well as exchanging information with third-party partners and vendors.

Which of the following communication technology solutions do you currently use in your stores today?



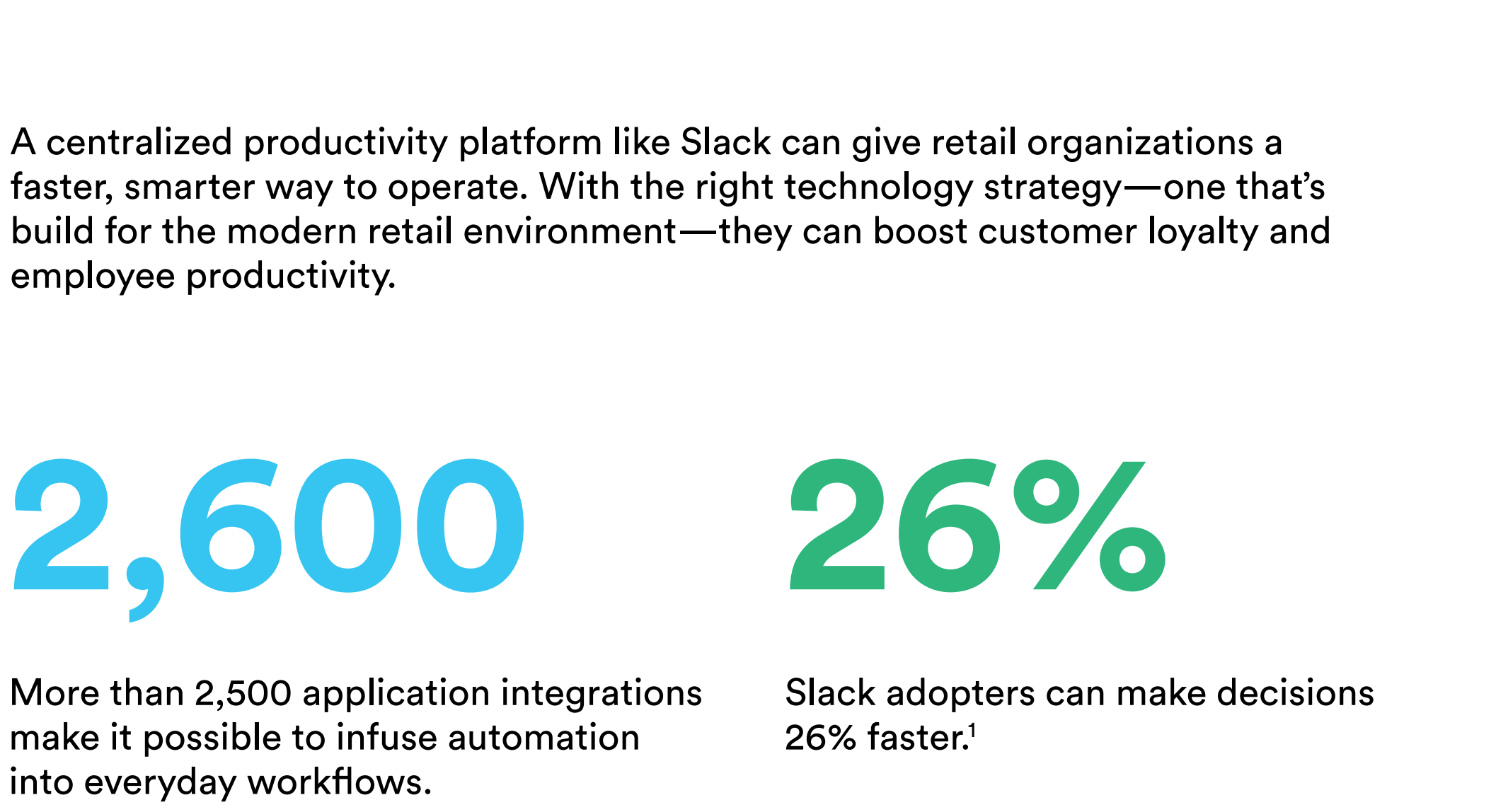
What tools do managers and associates currently use to communicate with third-party partners and vendors such as janitorial and maintenance teams, real estate managers, food vendors and security providers, etc.?



Near-Constant Communication and Always-On Information Flows

With so much information flowing so quickly between so many employees within retail organizations, finding the right tools to manage communications is essential. Retail stakeholders are aware that adopting new technologies has the potential to improve employees' experience at work.

In which of the following ways do you think that adopting new technologies could improve associates' experience at work?



A centralized productivity platform like Slack can give retail organizations a faster, smarter way to operate. With the right technology strategy—one that's build for the modern retail environment—they can boost customer loyalty and employee productivity.

2,600

26%

More than 2,500 application integrations make it possible to infuse automation into everyday workflows.

Slack adopters can make decisions 26% faster.¹

26%

5.9 week reduction

Implementing Slack can increase employee engagement by 26%.²

They can also see a 5.9 week reduction in the time to hire qualified talent.³

Try Slack for free, or talk to a member of the sales team today.

1 Source: FY23 Customer Success Metrics, Salesforce, survey of 137-150 Slack retail users, July 2022.
 2 Source: FY23 Customer Success Metrics, Salesforce, survey of 145-149 Slack retail users, July 2022.
 3 Source: The Total Economic Impact™ of Slack for Sales Teams, April 2021.