

How to Engage Your Retail Associates

The future of Retail is only as strong as the people wearing your name badges. Have you given your people a reason to care about your brand? Do they have the right tools to perform at their very best?

For most, the answer is no.

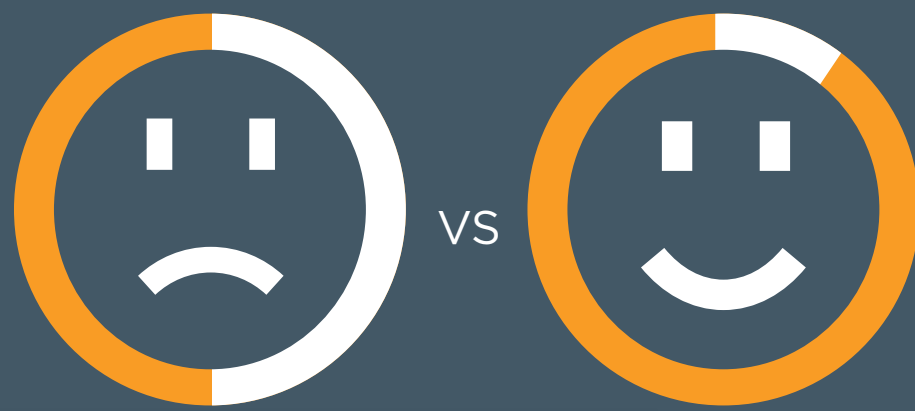
The percentage of U.S. workers in 2015 who were considered engaged in their jobs averaged 32%.¹

8 years of analysis consistently show that **ENGAGEMENT DECLINES AS THE ORGANIZATION SIZE INCREASES.**²

More than

50%

of **DISENGAGED RETAIL EMPLOYEES ARE PLANNING TO SWITCH JOBS** in the next year, versus 10% of engaged employees.³



THERE ARE PLENTY OF CHALLENGES STANDING IN THE WAY OF RETAIL ENGAGEMENT

In big businesses,

70%

OF CHANGE MANAGEMENT INITIATIVES

Fail

It's no secret that affecting quality change can take **BOLD MOVES** and **HELP FROM THE EXPERTS.**

93%

of employees say that working for a company with **UPDATED TECHNOLOGY IS IMPORTANT** to them.⁵

CONSIDER THESE 2 PATHS TO RETAIL EMPLOYEE ENGAGEMENT:

LIVE EVENTS & INTERNAL ENGAGEMENT PROGRAMS

Through live experiences and ongoing communication programs, you can connect your people to purpose and help leadership cascade your important brand messaging to associates.

74%

OF EVENT ATTENDEES say they have a more **POSITIVE** outlook on a company after the event.⁶

Companies with an Employee Engagement program enjoy

233%

GREATER CUSTOMER LOYALTY.⁷

Employee Engagement programs help companies enjoy

26%

GREATER ANNUAL INCREASE IN REVENUE.⁷

Creating a **dynamic experience** and implementing an **internal communication strategy** for your employees sparks lasting engagement that can bring big benefits.

IMMERSIVE DIGITAL SOLUTIONS & RICH MOBILE EXPERIENCES

These tools reinforce your engagement programs and solve your unique challenges with custom solutions that make your employees more productive and invested in their job.

ENTERPRISE APPS BOOST WORKER PRODUCTIVITY by more than

34%⁹

Mobile devices in use will grow to

12.1 billion

BY 2018.⁸

This is the type of communication employees **want** to use, and are most proficient in.

EMPLOYEES RATE **MOBILE-SAVVY EMPLOYERS HIGHER** in every measure of engagement and performance.¹⁰

Have a retail challenge that's causing disengagement among your associates? CPG and RevUnit will help you solve it. Dive deeper into truly innovative, customized engagement solutions at **retail.nitrouseffect.com**.

HAVE A RETAIL CHALLENGE THAT'S CAUSING DISENGAGEMENT AMONG YOUR ASSOCIATES?

CPG AND REVUNIT HAVE ALREADY MADE AN IMPACT FOR BIG BRANDS LIKE



AND THEY'LL DEVELOP THE BEST SOLUTION TO FIT YOUR NEEDS AS WELL.

References

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- ⁴ Cracking the Code of Change, Harvard Business Review
- ⁵ The Keys To Attracting & Retaining Millennial Talent, The Self Employed
- ⁶ 2015 Event Track Study, Event Marketing Institute
- ⁷ EMPLOYEE ENGAGEMENT: PAVING THE WAY TO HAPPY CUSTOMERS, Aberdeen Group
- ⁸ The Radicati Group, Inc.
- ⁹ Apps 'boost worker productivity 34%', Digital Strategy Consulting
- ¹⁰ Mobility, Performance and Engagement, Aruba