

The Case for Modern Learning in Retail

From new online competitors to an employee engagement crisis, many challenges are forcing retailers to rethink their business models and their approach to staff learning and development. By shifting to a more modern workplace learning experience, retailers can improve employee engagement by fostering a culture of continuous learning,

help employees develop the skills they need to adapt to a quickly-changing retail environment, and improve the customer service experience by empowering employees to meet changing customer expectations.

Total retail sales in the US hit **\$4.846** trillion in 2016.¹



Ecommerce sales in the US grew more than **15%** in 2016, reaching more than **\$341** billion.²



36% of consumers say that social networks provide their main inspiration for purchases.³



only **1%** of well-established retailers strongly agree that they encourage employees to experiment with new technologies.⁴

Well-established retailers are

11%

less likely to believe they have the right people in their organization to address evolving customer and talent demands.⁵

24%

less likely to invest in employee learning than Internet-age retailers.⁶



68% of consumers say it's absolutely critical or very important to interact with a salesperson who understands their preferences or needs.⁷



78% of consumers rate "sales associates with a deep knowledge of the product range" as the most important factor for the in-store shopping experience.⁸



44% consumers typically know more about a product than a store associate.⁹



13

million people work in retail in the US.¹⁰

35%

The retail industry suffers from a turnover rate of **35%**.¹¹



7%

of Millennials perceive work in retail as engaging.¹²



60%

Customer experience leaders have **60%** more engaged employees.¹³



80%

Organizations that have over **50%** employee engagement retain over **80%** of their customers.¹⁴



147%

Companies with highly engaged employees outperform their competitors' earnings by **147%**.¹⁵



Retailers that cross-train their sales leaders regularly generate **10-15%** higher revenue and as much as **20%** higher engagement scores.¹⁶



Companies with a strong learning culture have **30%-50%** higher engagement and retention.¹⁷

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 2. Ibid.
 3. <https://www.pwc.com/gx/en/industries/assets/total-retail-2017.pdf>
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 6. Ibid.
 7. <https://www.salesforce.com/blog/2017/05/14-retail-customer-experience-stats.html>
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