

White Paper:

# Retail's Path Forward to Success: Connected Associates



# Digitally enabling store associates...



Attracts and retains talent, drives customer satisfaction, and enables retailers to compete effectively in the omni-channel world.

## Climate

### The Retail Landscape is Permanently Changed

**Accelerated digital transformation** is redefining the way the world shops and, by extension, how retailers do business. Customers have an immediacy expectation, paced at the same rate as their online experience. They become frustrated when they can't get up-to-date product location and available inventory information quickly from an associate. As **connected customers** drive this "new normal" in shopping experiences, fulfilling their demands falls on the shoulders of **retail associates**. Retailers who address **associate productivity** will also solve **operational** and **customer experience** challenges.



**11.5 million** employees quit jobs in 2021<sup>1</sup>

**48% of employees** are actively searching for new opportunities<sup>2</sup>

<sup>1</sup>U.S. Bureau of Labor Statistics (It's an extrapolation from JOLT news releases for Apr-May-Jun - <https://www.bls.gov/ilt/>).

<sup>2</sup>Gallup report (<https://www.gallup.com/workplace/351545/great-resignation-really-great-discontent.aspx>).

## Challenges

### Digital Maturity in Our Mobile World is Table Stakes

With rapid digital change powering the shift to more **flexible business models**, it's natural to expect operational tools to also change. The move towards **advanced digital capabilities** is already in progress. A recent IDC study reports that nearly two-thirds of commercial respondents believe that organizations that don't digitize in the **next five years** will be "doomed". The same research reveals that retailers with advanced digital maturity were **able to adapt quickly** to changing market dynamics in 2021, and flourished as a result.

### Attracting and Retaining Employees is Top of Mind

The disorientation resulting from the past year's challenges has pushed employees to look critically at their lives and how they spend their time. Many are rethinking what work means to them, leading to a deep rise in resignations. **The Great Resignation** is a phrase first coined by Texas A&M's, Anthony Klotz, predicting a mass, voluntary exodus from the workforce. According to the U.S. Department of Labor, throughout April, May, and June 2021, a total of **11.5 million** employees quit their jobs.

### Business Models Are Outpacing Retail Associate Technologies

The **talent shortage** is strongly felt and reflected in the **retail and consumer products** space. The Bureau of Labor Statistics currently reports **annual turnover at 57%**, suggesting the "**TikTok Generation**" attempting to adapt to GenX tools and practices isn't working well for retail.

Online sales are expected to grow in 2021 to between

**18%–23%,**

so maintaining staffing levels and employee satisfaction in physical stores is still critical to an organization's success<sup>3</sup>

### Personalized Customer Experience is No Longer Optional

A recent Accenture report stated, only 22% of global customers acknowledge that companies with which they do business **tailor their experiences** based on a deep understanding of their needs, preferences and past interactions. Naturally, a personalized experience tops a generic one but, to provide one in real time, at scale, you need **relevant customer data**—and your **customers' trust** in handling and protecting it—to extract actionable insights. Finally, you need **digitally-enabled frontline workers** to implement.

<sup>3</sup>Kimberly Amadeo, The Balance

## Solution

Samsung's mobility and information technology solutions are designed to meet rapidly evolving customer and employee needs. To connect our future faster, Samsung delivers innovative devices that work **simply, reliably and effortlessly**. From rugged smartphones and tablets, to software, services, and end-to-end device management capabilities, Samsung's mobile offerings **boost employee productivity, improve customer engagement and simplify IT management**.

### What learning curve?

We know digital transformation can be challenging but, Samsung is experienced at **creating comprehensive custom solutions** and **facilitating large-scale device deployments**. We can **partner with you** to define or refine your strategy; test options; and implement change management best practices at scale.

Samsung maintains a strong partner ecosystem, with **off-the-shelf solutions** that accelerate the speed of deployments; a full suite of accessories, **tailor-made** for Samsung devices; and **software apps** from vertical software partners, Global ERP ISV and SI Partners. Samsung also offers device setup, 24x7 tech support, and repair services, ensuring **you're supported from end-to-end**.

### We've got your back (and your associates' backs too)

Samsung Knox is an **all-in-one solution**, built for enterprise mobility, to help you efficiently secure, deploy and manage devices across the entire organization. Knox delivers an **"open yet secure"** mobile environment, featuring **defense-grade data protection**. Separate work and personal profiles can be constructed to ensure work applications and customer data remain secure, while associates' personal usage data stays private.



"Digital conversion improved at a double-digit rate via better customer experiences on smartphones and smartphone apps. Technology improvements are beginning to have a significant positive impact on the customer experience and on our cost to providing that improved experience."

—Kevin Mansell Formerly Chairman, CEO & President, Kohl's Corporation

# Benefits

## The Power of Connected Associates

### Associates

Reduced job friction **decreases stress**. Enabling associates to connect with other associates; manage their tasks; retrieve real-time inventory data; take compliance and upskilling trainings; AND purpose devices for personal use when off-the-clock is **empowering**, both personally and professionally. **Empowered employees stay in their jobs longer.**

### Customers

Integration with internal systems gives associates **better real-time inventory information** at their fingertips, **improving customer service.**

### Your Retail Business

Providing frontline employees with familiar form-factor, UI, and easy-to-use tools **streamlines the onboarding process**, cutting the cost by up to **25%**. A device for every associate means no more waiting for shared tools. With the right workforce management tools, associate **productivity rises** and order **fulfillment accuracy** improves by 5%.

"...leaving time for play helps colleagues get to know each other as full, three-dimensional people, and... seeing our work in the context of what we do for and with other humans helps us find meaning in our day to day."

—Esther Perel, host of How's Work? podcast

Turn in-depth device data into **actionable employee productivity** and **operational efficiency** insights.

#### Improvements all around

1. Device Health Monitoring
2. Smart Battery Analytics
3. Application-Stability Analytics
4. Connectivity Analytics
5. Asset Location Tracking

## Mobile devices, software, services... oh my

You know Maslow's famous saying about tools... basically, if all you have is a hammer, everything looks like a nail. When competing for market share in a shifting landscape, having the right tools to **connect, engage, and manage interactions**, as they happen, simply can't be overstated.

# Results

## You envision the journey, we partner with you (and bring the roadmap)

One Samsung retail solutions customer reimagined their operational model to **adapt to new ways of doing business**, and identified their need for a “double-duty” device for their associates—something that could **securely** go from home to work, and work to home, **streamlining** their work and personal lives while **protecting their privacy**.

Samsung was able to work with our customer to define an **end-to-end solution** that aligned the needs of the business and operations with technology.

The anticipated results are **more productive** associates quicker, who are happy to be **empowered** with the information they really need to excel at their jobs; a modernized operating model that **perpetuates the business' reputation** as “Employer of Choice” in a tough market; and improved **customer satisfaction** scores.

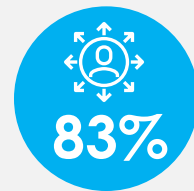
“We wanted our associates to use this device all day to serve customers, but then also use it as their personal device, if they chose.”

—Samsung Retail Solutions Customer

## It's All Connected

### Get in the game

While customer satisfaction and operational efficiencies continue to be top priorities for retailers, **attracting and empowering employees** with the **right workforce tools** is now where investments are being made. Digitally enabling associates **levels the mobile playing field**, making **e-commerce** entry, growth and a **seamless omni-channel experience** possible.



83% of consumers are willing to share their data to enable a personalized experience<sup>4</sup>

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