

1 Store Associate logs in via tablet/app and sees real-time Workforce Management info, such as:

- Daily/hourly tasks
- Performance to date
- Shifts & timetable



Clienteling tablet/app with WFM access

Visual localization tool tracks shoppers & associates



2 Gets notified when shoppers entering store are identified
Sees where shoppers are located and helps store associates assist un-attended customers.

3 Accesses shopper profile (eg. browsing history, items in cart, past purchases) to tailor recommendations
Answers product questions (e.g., features, reviews, inventory location) to help purchase decision



Dashboard view of customer and product details

Note: 1 Customer identification can be customized (e.g. stay anonymous, opt-in via loyalty card, mobile app recognition, facial recognition)

Outcomes:

Increase staff productivity: Remote access to workforce management tools can increase associate productivity by as much as 25%⁵

Brand ambassador: Satisfied employees are less likely to leave company, reducing hiring and training costs by 5 to 10%, and are more likely to promote retailer to others⁵

Optimize shopfloor coverage: Store managers can better forecast staffing needs and adjust associate coverage across the store in a timely manner

Superior service: Knowledge of products and customers is easily transferred from one associate to the other so they can provide personalized advice to customers, a key driver to creating deep connections and doubling spend⁶

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We accelerate time to value thanks to our pre-packaged and customizable solutions, our ability to navigate the complexity of integrating multiple partners, and our global network of innovation centers applying the latest technologies to retail.

5 “The Employee Engagement Imperative,” RIS Custom Survey, Jan 2016
6 Loyalty Deciphered - How Emotions Drive Genuine Engagement, Capgemini Digital Transformation Institute, Dec. 5, 2017