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Lift Productivity and Improve Execution for the Next-Gen Workforce

Discover How to Do More with Less with Real-Time Retail Solutions

The Need for an Agile, Productive Workforce Has Never Been So Great — Or So Challenging

Your customers are demanding more labor-intensive services. They want your workforce to pick their goods, pack them, ship them, deliver them and return them — without diminishing in-store service.

At the same time, labor pools are shrinking, and competition for workers is fiercer, straining your existing workforce. They're having to shoulder more responsibilities and longer hours, often stuck with cumbersome tools that add to their frustration and hefty workload.

Such intense pressures leave no room for inefficiencies in store execution. If tasks aren't completed on time in a prioritized, efficient manner, omnichannel services can run late, customers receive lackluster service, and employees can become frustrated at their inability to effectively complete their work. That's where intelligent tools can ease associates' burdens of juggling faster deadlines and escalating service demands. With real-time task management and peer-to-peer communication solutions, you can deliver the speed, power and ease your workforce needs to lift productivity and service.

Retail has experienced **more change in the past 5 years** than in the previous 50[1].

Task Management for Real-Time Retail

It Adapts to the Moment

The world of retail is in constant flux. Weather, local events, trends and other factors influence customer traffic, orders and product preferences. That's why your solution needs to be as elastic as demand. Look for an AI-powered solution that aligns tasks to real-time variables and enterprise-wide data. Ensure the solution includes alerts and notifications sent directly to your associates' mobile devices. This will allow your associates to handle the unexpected, such as a surge in BOPIS orders, a sudden rush on items, or a product recall.

Make Sure It Simplifies Workflows

While it's important to unify assignments generated from different sources, the deluge of tasks can overwhelm workers. That's why it's important that your solution prioritize action items with an advanced rules engine and distribute them equitably among your staff. Your associates will appreciate how it eliminates guesswork; you'll appreciate that it turns their focus on top priorities.

Ask if it Automates Execution

What about confirming execution? So many solutions fall short, leaving management to send a flurry of time-consuming phone calls and emails. Why not automate this step? The right AI task management solution will automatically track and confirm assignments for you. This provides you with opportunities for in-the-moment coaching and training, pushing associate performance even further.

Can your solution help you pivot priorities?

OMNICHANNEL ORDERS:
Immediately alert staff of new orders and customer arrivals.

IOT TASKS:
Trigger tasks based on pre-set thresholds for sensors, for example, rising freezer temperatures that need immediate attention.

BUST LONG LINES:
Generate automatic tasks to address long queues or wait times.

72% of associates agree
having technology improves customer service[2]

Smarter Real-Time Communication Capabilities

Effective peer-to-peer communication is essential to improve workflows and collaboration between your employees. Enabling this all depends on the strength of your tools.

Get tools that create a connected workforce.

- **Curbside pickup:** Receive notifications when customers arrive
- **On-demand assistance:** Connect to expert help with push to talk
- **Self-help kiosks:** Send alerts to nearby associates if a customer needs help
- **Broadcasts Store Updates:** Push daily announcements and store specials

Instant Messaging

By adding instant messaging to your task management solution, you can eliminate the need for third-party apps and the redundancy and siloes they create. Your solution should allow you to communicate by group, role, individual and location, ensuring the right people receive the right information.

More Game-Changing Capabilities

Need more robust capabilities? A communications solution from the same provider as your task management solution can ease IT integration and management. Make sure yours offers a full spectrum of capabilities.

Accelerated Response
Fast access to critical information, assets and people must be centralized and intuitive to navigate. This empowers workers to answer questions without leaving the customer's side and rapidly respond to changing needs.

A Unifying Force
Rather than saddle workers with multiple devices, give them a single form factor and a powerful mobile application that connects everyone from anywhere. This can enable push-to-talk, video conferencing, the ability to make and take PBX calls, and sharing text, images, and videos. Ensure the tool can also alert associates of customers in need of assistance in store or waiting for curbside service.

Locating Workers
Imagine how much time workers would save if they could locate team members, mobile workers and critical assets in seconds. It's possible when your communications solution comes with GPS tracking technology.

Enhancing Safety
With tensions running high, it's smart to equip workers with safety features, such as a fast, discrete way to send duress alerts. For those working solo in the backroom, man-down alerts can minimize risk by notifying coworkers if the device drops and the worker remains unresponsive.

Reducing Unnecessary Effort
Don't underestimate the convenience and time-savings gained from a solution that allows you to create messaging templates and distribution lists. Rather than starting from scratch, you'll be way ahead when it comes to recurring communication and messages to particular groups.

Show Associates You've Got Their Back

No matter what type of goods or services you offer, your associates are at the core of your business. Help them do more with less stress. Guide them through their day with **Reflexis Real-Time Task Manager**™, which matches their tasks to real-time demand. Forgo playing phone tag and sending intranet communication others may not read. Get the word out fast with **Reflexis Q-Comm**™ **and Zebra Workforce Connect**™ to mobilize workers and speed up response. That's how you'll elevate job satisfaction and customer service.

Sources:
1. "Retailers Need for Speed: Unlocking Value in Omnichannel Delivery." McKinsey & Co., Sept. 8, 2021
2. 2021 Zebra Shopper Study, Vol. 1

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