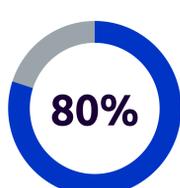


Does Your Customer Experience Entice Shoppers?

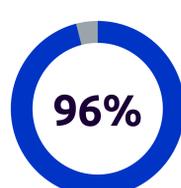


While the past few years accelerated trends in online commerce, consumers still want to shop in stores—provided the customer experience is enjoyable. Here's what customers love about in-store shopping and how retailers can drive superior customer experience.

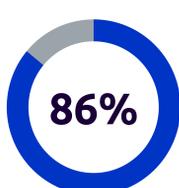
Shoppers come into the store for the experience



of retail associates think stores of the future will be more experience-focused¹



of store staff think stores will incorporate more technology in the future²



of retail associates say technology helps them to do their jobs more effectively³

Building a **connected, hyper-personalized customer experience** has emerged post-COVID as the next wave of retail transformation. The physical store is becoming the epicenter of that change, putting frontline retail workers under more pressure than ever to deliver. **Empowering workers to land change right, the first time, is key to delivering a transformative customer experience in a competitive market.**

What makes a great customer experience?

1. Nearby store locations
2. Convenient store hours
3. Friendly, helpful and polite store employees
4. Clean stores with attractive displays
5. Well-trained associates who can answer questions
6. Desired items in stock and available to take home
7. Enough staff to avoid long lines and waiting
8. Employees who feel valued and supported in the workplace

Transformation in action

Vallarta Supermarkets faced pressures around hiring, staffing and minimum wage. Working with Logile, they:

- Designed and implemented a 5S program
- Instituted wall-to-wall labor standards
- Optimized scheduling

>40%

improvement in productivity across their stores, while providing exceptional customer service.

Logile solutions improve the employee experience

Become an employer of choice by welcoming new technology that optimizes scheduling, supports flexible options like gig shifts, and provides employee self-service for time off, availability changes, shift-bidding, schedule visibility and more. Give your employees the tools to improve their experience that will drive customer experience excellence.

Get the full Talking Shop 2023 report for more store staff insights.
<https://www.logile.com/whitepapers/talking-shop/>

^{1,2,3} Retail Week and Logile, "Talking Shop: What 530 store staff really think of your strategy." 2023.
<https://www.logile.com/whitepapers/talking-shop/>