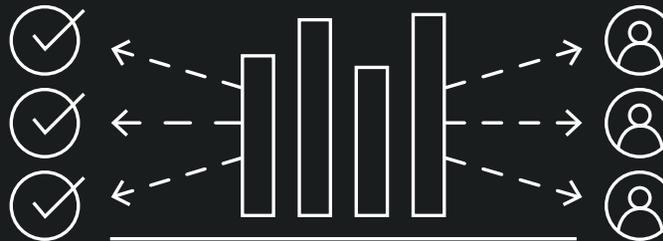


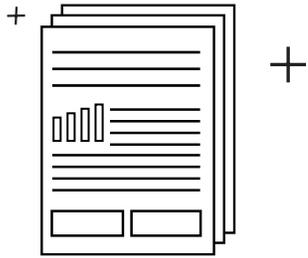


CHEAT SHEET

3 Keys to Effectively Providing Insights to Your Retail Frontline

How to get data insights to the right people at the right time to drive real-time impact.

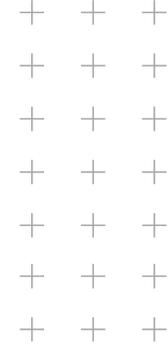




This “cheat sheet” is designed for retail leaders and data practitioners who are interested in learning how to better empower their workforce with meaningful, actionable insights at the right time in order to drive real-time impact across their entire organization.

Retail frontline workers have the unique opportunity to positively impact operations and customer experience on a daily basis, and smart organizations know they need to empower these teams with the ability to make informed decisions in the moment. **In fact, in a Harvard Business Review survey, 87% of respondents said their organization would be more successful when frontline workers are empowered in this way, but 86% also said these same frontline workers need better, technology-enabled insight to be able to make good decisions in the moment. The reality is that few organizations are able to deliver on this.**

The main questions for business leaders then become — why and how? Data-driven insights are critical to all business activities, but how do you align the broad view of corporate with the day-to-day needs of frontline workers? How do you get the right data to the right people at the right time? Why should frontline workers and leadership buy into your solutions? It’s necessary to find the answers to all of these questions in order for any organization to drive real-time impact at every level of the business.



STEP 01

Identify pain points your frontline workers experience, then put data in their hands to address them



Your frontline teams have a unique viewpoint into pain points on the floor and the needs of the customer. Business leaders have much to gain in helping these key team members perform their jobs better, in turn increasing consumer delight.

*Courtney Ulrich Smith
Senior UX Designer
RevUnit*

How to do it

- 01_ Meet with and understand frontline workers at various levels and locations.
- 02_ Match frontline workers' insights of on-the-job pain points with the foresights of data.



PRO TIP 01:

Match frontline workers' insights of on-the-job pain points with the foresights of data.

While your data initiative will need a clear business outcome in order for leadership to buy in, there also needs to be buy-in from your frontline workforce. **For real-time impact, you will need to address the biggest pain points cited by frontline workers as well as the biggest gains for leaders — and find a way to address the two in tandem.**

Whereas your data teams come equipped with foresight afforded to them by the data itself, your frontline workers have considerable insights into specific pain points that hinder efficiency, productivity, and customer satisfaction. But in order to adopt and understand the foresights of the data, employees need to see the value a solution provides to their day-to-day activities.

Once you've acquired initial data from your knowledge workers, you need to ensure it addresses the insights and needs of your frontline workers.



STEP 02

Incentivize your frontline to use data insights by making their jobs easier, or making them more successful



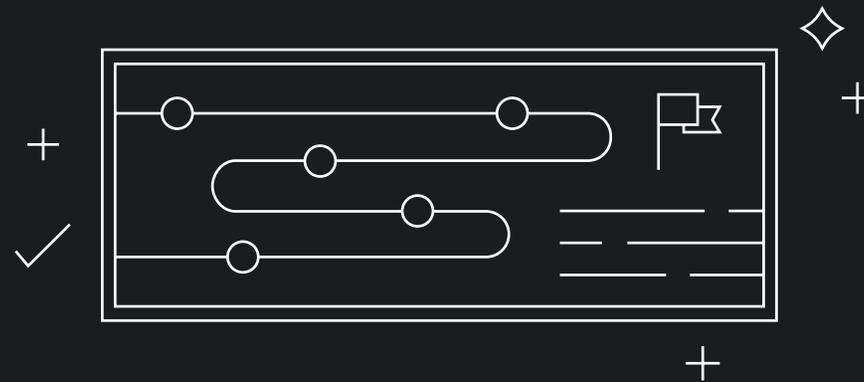
By prioritizing your time and resources to understand your users and building empathy, you'll build a tool people can't wait to use — eliminating the need for an extensive approach to change management.

*Doug Mitchell
Director of Client Experience
RevUnit*

How to do it

- 01** _ Start with a small pilot project to prove value to workers and leadership.
- 02** _ Ensure your solution is as simple and performant as possible.
- 03** _ Prioritize what will help you get your solution into the hands of users faster.





PRO TIP 02:

Start with a pilot project to prove value, ensuring it's as simple and performant as possible

Start with a **pilot project** to prove out your concept and gather buy-in from your frontline employees. Keep things simple and contained by providing a solution to their pain points that is as performant as possible and focused on ease of use.

This is important, because just building a tool to surface insights won't necessarily ensure it gets adopted by a frontline workforce. You have to incentivize them to use these insights by making their jobs easier, or making them more successful. The more immediate and apparent the impact of your solution is, the more likely it is to be adopted by your frontline employees.

Empowering your workforce in this way serves as the first step in creating actionable change. Essentially, by showing the frontline-specific value of your solution to those actually on the frontline, you are solving for an inherent problem large organizations encounter with data:

*"Data is controlled by people who understand data and needed by people who don't."
— HBR Pulse Survey: Turning Data Into Unmatched Business Value*



STEP 03

Empower your frontline workers to go beyond their roles



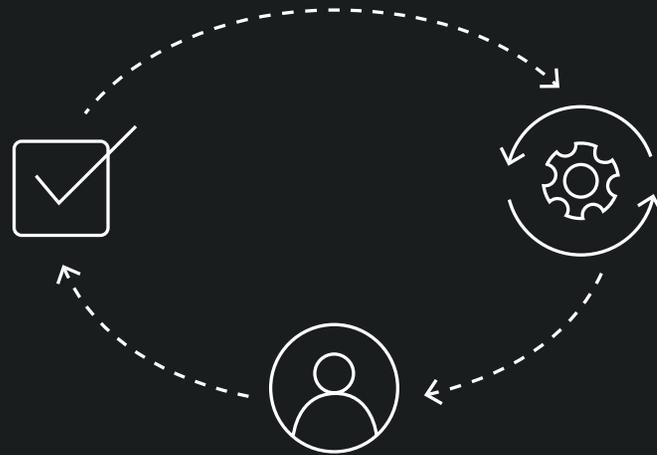
By meeting team members where they are and providing them with data that is accessible, consumable, and actionable, you enable quick decision-making, teams that feel valued, and increased autonomy. This ultimately leads to top and bottom-line improvement.

*Michael Paladino
CEO
RevUnit*

How to do it

01 _ Backlog and address additional frontline requests for continuous improvement.

02 _ Provide solutions that allow your frontline workers to be more autonomous.



PRO TIP 03:

Provide solutions that empower your frontline workers to work more autonomously.

At the most empowered organizations, frontline employees are not just able to take action based on data and insight provided to them; they're encouraged to go beyond the scope of what their jobs encompassed in the past to operate more autonomously.

Prior to changes rolled out on our retail client's sales floor, frontline workers were often reluctant to reach out or ask for help on things that went beyond the initial training they received. But when an AI-powered virtual assistant chatbot sitting atop a vast employee knowledge base was created for them, it turned out these frontline workers were willing to ask it almost any question in relation to their work – **8 million to date.**

By making this resource available to the frontline, employees were eager to become more knowledgeable of their roles without feeling exposed or nervous about not being completely proficient. The employees were also able to learn more efficiently by referring to the digital assistant compared to traditional training. **Eventually, common, repetitive tasks like item lookup saw a time reduction of 40% with this technology.**

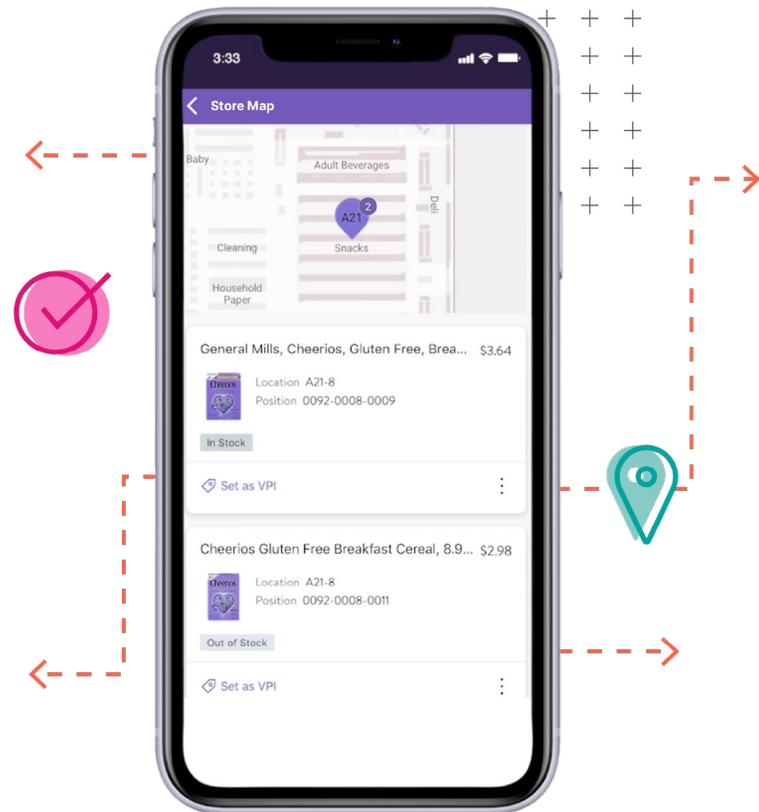


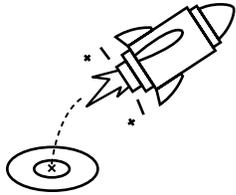
A DATA-EMPOWERED FRONTLINE WORKFORCE IN THE WILD

A large retail corporation originally had a weighted scale at their self-checkouts that would create issues for customers if a given item wasn't positioned correctly on the scale. Frontline workers noticed this created a clear negative impact on both customer experience and the experience of the employee troubleshooting the issue, and elevated the situation to leadership.

As a result, the business altered their self-checkouts from having weighted scales to cameras that could scan bar codes. Their internal teams recorded all of the different ways a bar code could be removed or swapped, and compiled it in order to reduce the danger of someone scanning a code for a more expensive item.

This provided a win to consumers by creating a better checkout experience, and a better experience both made frontline workers' jobs easier and validated the investment to leadership since it made workers' tasks easier, delighted customers, and eliminated shrink.





This “cheat sheet” is simply a starting point to help you begin to take legitimate action toward improving the productivity, efficiency, and knowledge base of your frontline workers in order to drive real-time impact throughout your organization. There’s certainly still much more to dive into about providing data to your frontline in the right way at the right time beyond what we’ve listed here. So, we’ve included a few additional resources below where you can find more detailed information to help you empower your workforce with meaningful, actionable insights.

Wrapping Up

What to Take Away From This Cheat Sheet



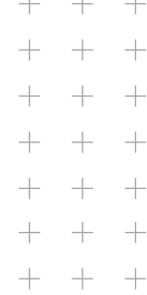
Identify and understand pain points your frontline workers experience, then work to address them.



Incentivize your frontline to use data insights by making their jobs easier, or making them more successful.



Backlog and address additional frontline requests for continuous improvement.



Additional Resources



VIDEO

Virtual Panel Discussion: Getting Data To Your Retail Frontline →

Visit the link above to watch as a virtual panel of retail industry leaders discuss how to find the secret sauce to unlocking your frontline's full impact by providing them with the right data at the right time.



CASE STUDY

Redesigning In-Store Processes to Improve Efficiency, Save Time →

Visit the link above to see how RevUnit helped ops leaders from one of the world's largest retailers rethink in-store task management and update existing processes to create a scalable digital platform now used each day by more than 1.5 million team members in six countries.



VIDEO

Virtual Fireside Chat: Practical Data Delivery in Fast Casual & QSR →

Visit the link above to watch as we are joined by one of the fast casual industry's foremost leaders, Blaine Hurst, former CEO at Panera, who shares his insights on how to deliver the right insights at the right time to the right decision makers.

Need help getting started?

Whether you already have a tool you need to modernize, need to integrate multiple systems, or need to build something from the ground up, we can help you get insights into the hands of your employees, faster.

[Retail Offerings](#) →



RevUnit is a data technology studio.

We help enterprise teams create change with their data, faster, by applying agile product principles to their data systems.

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