

MYTH BUSTING RETAIL ASSOCIATE MOBILE ENABLEMENT

With the growing influence of mobile technologies on the retail shopper journey and new operational complexities of the digital store, retailers are re-evaluating their misbeliefs about investment in associate mobile technology.

Myth #1

We Don't Need to Spend on This Right Now.



9 in 10

retailers are laggards or followers when it comes to empowering their frontline workforce with modern tools and technology to deliver on an excellent customer experience.

Myth #2

It's Too Difficult.



Lack of sufficient IT budget and cultural resistance to change are

2 of the top 3

reasons why retailers do not invest in enabling their frontline.

Myth #3

There is No Clear ROI.



For **9 in 10**

retailers, inability to quantify ROI is the **#1** reason to not invest in frontline technology to empower the workforce.

Myth #4

Everyone Knows How to Use an iPad.



Only **30%**

of retailers provide training to store associates on mobile technology deployments.

Myth #5

Our Shoppers Aren't Digitally Savvy.

Digital behavior cuts across income levels, regional preferences and retail categories.



Dollar store customers like digital coupons even more than the average consumer.

Digital redemption volume in the dollar store channel increased 276% year over year in 2017.

Myth #6

Wi-Fi Makes All Problems Go Away.

Bad Wi-Fi is worse than no Wi-Fi.



58%

of retailers say their Wi-Fi network does not effectively engage the customer.

Myth #7

Our Associates Aren't Digital Savvy.



61% of the retail workforce is younger than 40 years old.



82% workers below 34 years old think that technology is an important factor to determine whether they want the job or not.

Myth #8

It Won't Happen to Me.



52%

of retailers say lack of perceived need is their top reason for not implementing data security.

Myth #9

In-Store Digital Initiatives Mean Increased Labor Cost.



7 in 10

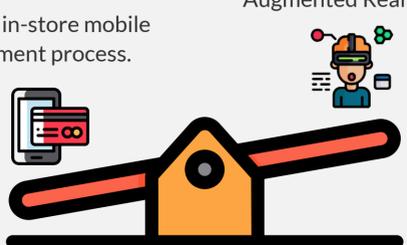
retailers consider growing omnichannel or digital initiatives as their top in-store labor challenge.

Myth #10

All Digital Experiences are Created Equal.

The in-store mobile payment process.

Mobile apps with Augmented Reality.



Dig deeper.

Enabling retail associate via mobile technologies should be a key element of your employee and customer experience strategy. Avoid costly mistakes and navigate common misconceptions by digging deeper with our point of view:

"Myth Busting Retail Associate Mobile Enablement"

[Get the Point of View](#)