

# Retain Your Retail Talent

WITH SOCIAL RECOGNITION

workhuman®



# One solution for personnel challenges

The retail industry faces challenges of high turnover and low engagement, typically the result of low wages and limited incentives to inspire loyalty.

Workforce churn is one of retail's greatest personnel challenges. According to the Center for American Progress (CAP), it costs more than \$3,000 to find, hire, and train a replacement for a part-time hourly retail worker. That means keeping the good people you've already trained is more important than ever.

How do retail organizations solve this pain point?

Retail leaders look to Social Recognition®, a core tenet of Workhuman® Cloud, a suite of human applications that motivates and empowers employees to do the best work of their lives. Social Recognition provides an integrated, centralized solution with offline options to efficiently reach all employees, including those with limited screen time.

## SOCIAL RECOGNITION:

### Improves retention

In the 2018 SHRM/Workhuman Employee Recognition Report, HR professionals cited retention and turnover as their top challenges for the third year in a row. There is some good news, however: Among the organizations surveyed,

73% have a recognition program, and 68% strongly agree that recognition helps reduce employee turnover.

With unemployment at an all-time low, implementing a Social Recognition program differentiates your enterprise from other local retailers. It leverages and strengthens employees' relationships with each other, and builds a new trust in your employer brand so they're less likely to leave.

Workhuman customer The Hershey Company saw a 23% lift in employee satisfaction, which includes its retail stores, with the addition of a recognition program.

### Improves peer and customer relationships

Your employees are the face of your business. They're responsible for the on-the-ground, brick-and-mortar sales that power your entire enterprise, and it's your responsibility to make them feel respected and valued. Their demeanor could make or break your goals for an individual store – after all, disgruntled employees drive customers away.

Social Recognition unifies your workforce. The ability to congratulate peers for achievements helps employees build relationships, which increases productivity and positivity. It connects your workforce to shared purpose and motivates and empowers them. Gratitude makes them feel acknowledged for who they are and what they do. Social Recognition also helps unify a diverse socio-demographic team and encourages better communication, which results in happier customers who are more likely to return.



## Unifies recognition into one system

Implementing a centralized, integrated recognition program not only unifies people, it unifies systems. Many retail companies suffer from various competing forms of recognition, such as charging team lunches to a manager's credit card or rewarding employees by putting a TV in the break room. The return on investment for these types of rewards is impossible to track, and you likely have no idea how much you're actually spending.

A centralized recognition program brings chaos under control in a measurable and manageable solution. It also helps you showcase what great behavior looks like in a way that aligns with your organization's values, and lets you roll out the same program to all your employees – no matter how many retail locations you have and where they are.

## The Workhuman solution for a digital-first generation

Your retail workforce is likely made up primarily of young people who spend more time on their smartphones than at a desktop computer. Even if you don't allow them to use these devices while on the sales floor, they can download the Workhuman app and recognize each other after hours or while on breaks.

Need even more options? We can help you install a recognition kiosk in your break room. Another possibility is to provide paper recognition forms that sales staff fill out by hand and give to a manager, who then enters the recognition moment into the system on their behalf.

Your rewards center is fully customizable, too. If you would prefer not to offer gift cards or products from a competing retail enterprise, our e-commerce team will ensure these items are not available for redemption.

“

**The SMILES program embodies everything that Hershey stands for. When our employees smile, we smile. And thanks to Workhuman, we now have a way for recognition to reach all of our employees all over the world.”**

**KEVIN WALLING**

Chief Human Resources Officer, The Hershey Company

## Makes work more human

Human connection is becoming a powerful force in an industry all about solving people's most immediate needs. Great organizations know that the more gratitude in a company, the better it performs. The key to achieving this is the correct volume of reach, frequency, and value of Social Recognition.

Our solutions work because we help connect people and culture to shared purpose. Forward-thinking HR leaders are embracing new technology that brings more humanity to retail stores across the world.

We look forward to showing you how Social Recognition can help your organization meet today's challenges.

**Learn about the benefits of Social Recognition and human applications for the retail industry.**

+1 888-743-6723 | [workhuman.com](http://workhuman.com)  
Or read more on our blog: [workhuman.com/whblog](http://workhuman.com/whblog)