

Transforming Retail Humans

Branding Retail Human Capital

“A brand is no longer what we tell a consumer it is, it is what consumers tell each other it is,” Scott Cook, co-founder of Intuit, hit the nail on the head. Due to the recent advent of additional channels, consumers now have the opportunity to engage, directly or indirectly, with your brand like never before. Creating alignment between your retail support center and front-line teams with information and education, creates consistency in customer experience from channel to channel. This brand experience is not sales professional storytelling; it is a thoughtful, empathic, informative, and efficient experience for a consumer, that leaves them interested in wishing to return.

Retail Knowledge Center

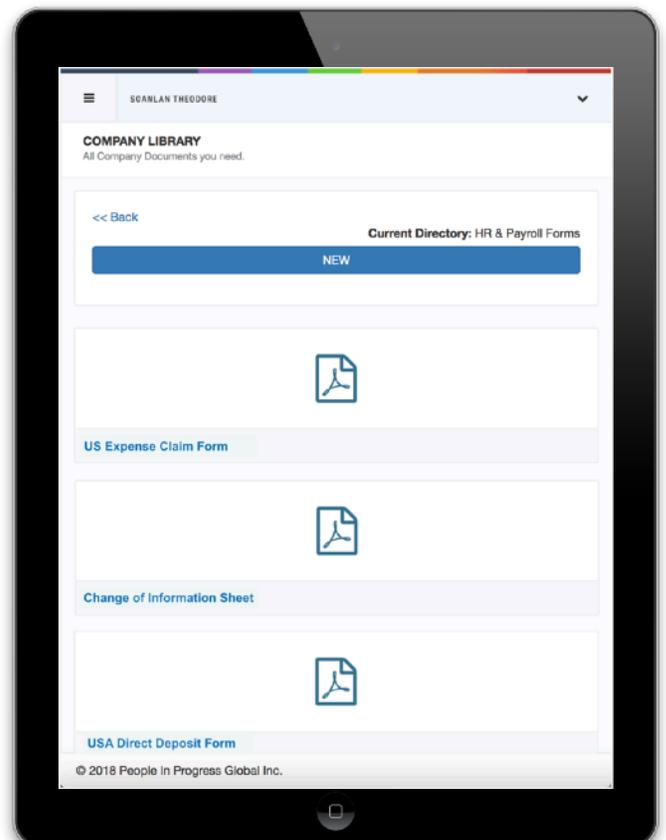
You’ve opened a new flagship store in a new city, but does your team know? Whether it’s a company update memo, or just a video to share, your team cares! Your brand evolves over time, and this represents an opportunity to sustain on-brand learning and development concurrently with each member of the workforce. Here are a few suggestions of best practice:

- New store openings
- Meeting new support center team members
- Updated visual merchandising standards
- New merchandise campaigns
- Changes in store marketing and POS

The Retail Knowledge Center enables the opportunity to curate and regularly update relevant content which is key to unlocking the



content that does not require an assessment, or form of completion tracking. Spreadsheets, images, video, or PDFs are all able to be viewed within the Knowledge Center, and they are also able to be downloaded and printed. The opportunities are endless, and the ability to engage a global team has never been made easier.



Course Designer

Your brand has a story, and it deserves to be told. Your current and prospective employees are gasping for information about the organization that they spend so much of their precious time with. Plus, if you're building content around your story, it indicates it must be important. This will encourage your people to share more with customers. Our [Program Designer](#) enables you and selected client administrators to:

- Upload rich video for learning chapters
- Create dynamic quizzes in multiple formats
- Upload support documents for download
- Set reporting preferences
- Assign courses to particular positions or locations

Every retailer has a responsibility to arm their teams (in-house or in-field) with valuable information. If you find yourself asking why this initiative didn't land well- was it launched properly?

Studio Services

It's recognized that there is enough going on in today's retail environment where the resources required to continually develop content can be a challenge. That's where Progress Retail comes in. Taking advantage of Progress Retail's Studio Services, we serve as the liaison between your business functions and the platform your entire team engages with on a regular basis. Here are some of the key points:

- Customizable templates for over a dozen forms of content creation
- Flat-rate all-inclusive, from pre-production through post-production
- Client receives original files for distribution on social channels
- Turnaround time as quick as seven days
- Sample content topics: Store Manager Recruitment Video, Founder's Profile, CEO Updates, Marketing Plans, or Merchandising Requirements

