

Transforming Retail

Humans

Retail Education Platform

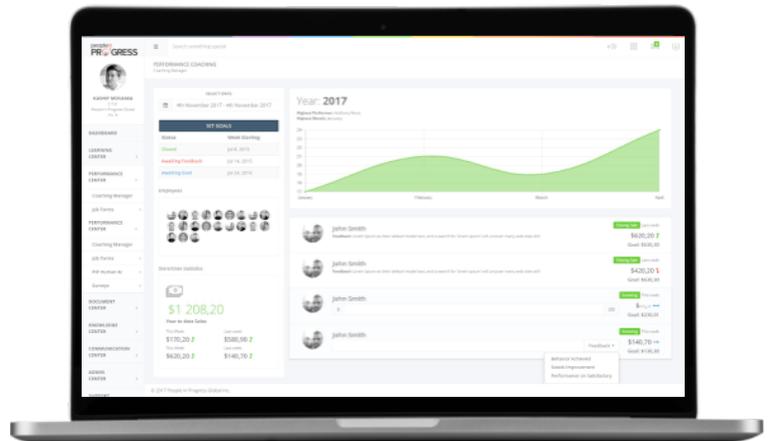
What does it take to transform retail human capital? We believe it begins with education. However, education and online learning in general is very quantitative. At Progress Retail, we are closing the gap on learning with the tools made available through our retail human capital management platform. This is made possible through what we consider three phases of the employee lifecycle: **Strategic Onboarding**, **Empowered Start**, and the **Development of Resilient Retailers**.

Strategic Onboarding

You've read all of the statistics; the time it takes for sales professionals to become proficient, average length of service, and the devastating cost realized and unrealized of employee turnover. The fact is that first impressions matter, and employees are significantly more likely to stay longer, and engaged when they experience a proper onboarding. So where do you begin? What does it take to start off on the right foot with a new employee- particularly one who may not always have the most developed front-line manager? Keep reading...

Retail Human Profiler

We believe the future of retail is very human. Onboarding a new hire is optimized when the employer and front-line manager can possess a level of empathy towards the new hire. We make this possible through our **Retail Human Profiler**.



This tool aggregates sets of sensory and behavioral data that will clearly identify what learning style is dominantly present in this individual. What is their temperament, and how do they prefer to process information? Naturally, this information will enable this new hire to feel understood, and when management is developed and trained through our **Retail Education Suite**, the result is a seamless onboarding. Taking it to the next level, our reporting analytics will indicate optimum balance and alignment of these human resources within stores and regions.

Empowered Start

How often, with your retail footprint potentially spanning thousands of miles- continents even, does information become tribal? This isn't exclusive to retail, but its consequences are more severe with retail's infamous employee turnover. So how do you combat this? Codifying mission, vision, and values is not enough, and this is where most efforts end in vain. This information must be distributed with depth, in a high-quality fashion, at the onset of employment to every member of a potentially global workforce.

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 [Course Designer](#) enables you and selected client administrators to:

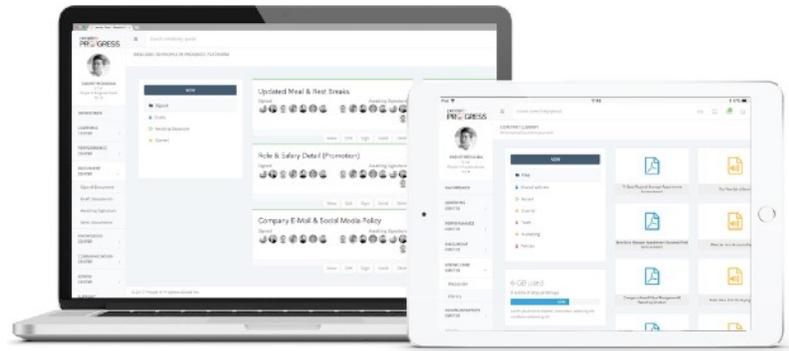
- Upload rich video for learning chapters
- Create dynamic quizzes in multiple formats
- Upload support documents for download
- Set reporting preferences
- Assign courses to particular positions or locations

Retail Knowledge Center

Your brand evolves over time, and this represents an opportunity to sustain on-brand learning and development concurrently with each member of the workforce. Whether it's a company update memo, or just a video to share, your team cares! 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 engagement of your organization's human capital. The opportunities are endless, and you can even utilize [Survey Designer](#) to determine the kind of content your team wants to see more of. There is also a discussion forum that enables each member of the global workforce to have a voice. It's only natural this feature is embedded within the same solution that learning takes place.



This allows the team to share good news with their peers, share in professional best practice within their stores, and raise potential issues in a quick fashion. Most importantly, it builds leadership within your ranks, and enables transparency to observe what's occurring in your business.

Survey Designer

As we've discussed, knowledge is power. Capturing data from the source is always critical, and ensures as leaders we have awareness, and the supporting analytics for certain events or milestones along your organization's journey is paramount. Here are a few suggestions of best practice:

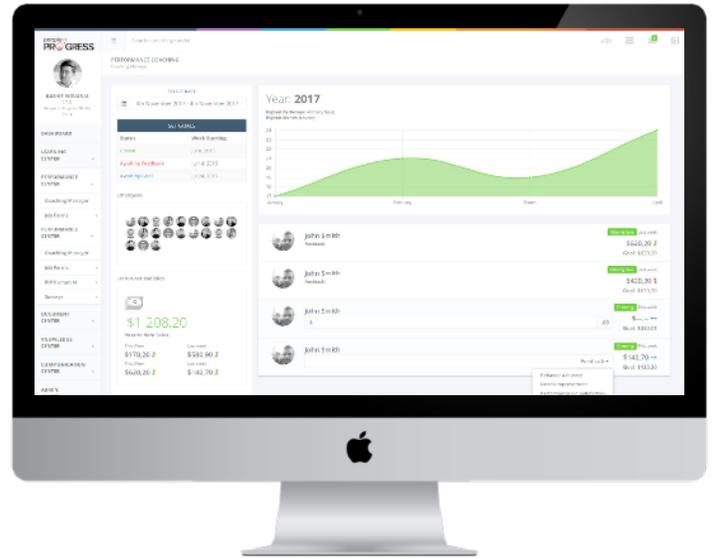
- Employee Onboarding
- Employee Exit
- Employee Engagement
- Merchandise & Product Feedback
- Merger/Acquisition or Corporate Event Feedback

Document Management System

Retail is still very pen and paper. Nothing ruins the start of an employee's journey than having to manually fill out several documents, struggle to have them scanned or faxed in, and then discover they were never received. Push any PDF to an individual user, a store, a region, or even a group based on position, for electronic signature with a few clicks.

Development of Resilient Retailers

This is a career-long activity that is as much qualitative as it is quantitative. As we've mentioned, future physical retail is very human, and this is where significant up-skilling and development takes place. Whether you are utilizing our [Retail Education Suite](#), or you are developing your own content with [Course Designer](#), we have the end-to-end solution. We aim to transform retail human capital through more than education, and that is done specifically through our retail sales management tools that enable a qualitative perspective to retail training compliance.



Sales Coach

Providing that the front-line manager has the skills to deliver constructive feedback aimed at improving a sales professional's performance, [Sales Coach](#) creates transparency and objectivity in retail sales management. This is how it works:

1. Retail Manager assigns weekly dollar targets to each member of the front-line team. Manager also assigns a coaching behavior and enters feedback explaining decision.
2. Retail Sales Professional receives online notification of assigned target and coaching feedback.
3. District & Regional supervision has access to time-stamped entries of coaching management.
4. Performance can be tracked week to week, and therefore the level of coaching and its correlating effect is measurable.

Coaching isn't easy, but if it's happening at all, it's often times subjective, or anecdotal. If we aim to truly transform retail human capital, it has to be more transparent and objective. As a subscription client, you have the opportunity to customize the coaching criteria so that it fits your organization, or you're able to use the criteria from the C.A.R.E. Customers Are Really Everything® System.

[Sales Coach](#) enables in-depth access to the level of sales management occurring in any store. Here are some of the features included:

- Time-stamped entries for verification
- Custom deadlines and notification reminders
- Customizable coaching criteria
- Auto-calculating deficits and surpluses
- Reporting available for coaching management
- POS integrations available for Sales Professional performance

Retail Supervisor (Beta)

These front-line managers need to be managed in a supportive way as well. [Retail Supervisor](#) is a customizable, interactive store visitation tool that allows for media uploads, financial data inputs, and organized follow-up communication. It's able to be client customized in currently in six areas:

- **Profit & Loss**
- **Sales Statistical Analysis & Behavioral Coaching**
- **Merchandising**
- **Safety & Security**
- **Training**
- **Operations**