



HOW TO DELIVER EMPLOYEE COMMUNICATIONS THAT DRIVE GREAT GROCERY CX

CUSTOMER EXPERIENCE (CX) is critical for grocers' future, and employees are a key part of delivering that experience—especially in an era of rapid change. That has increased industry focus on enhancing employee training and engagement. **Relevant, on-the-spot communications** ensure employees stay well-informed on products, processes, and the important role they play in delivering the brand experience, ensuring a **positive CX** and supporting **employee satisfaction and retention**.

1 A great CX has become table stakes in retail:

91% of CEOs worldwide believe **customer centricity** is essential to business growth
— *Kantar Retail*

Customers' **annual spend** in truly customer-centric grocery retail brands is **35% higher** than at average grocery retailers — *Kantar Retail*



2 CX is a moving target, particularly in times of rapid change, so grocery employees must be able to pivot quickly. Store employees play a key role in delivering a great CX.

70% of retail winners say **customer-facing employees** have a strong impact on annual sales
— *RSR Research*

44% of retail winners say consumer expectations of convenient and satisfying shopping experience **require more, better-trained labor** — *RSR Research*



3 But many retailers struggle to deliver the messaging and training needed for a consistent CX.

48% of retailers call **ensuring consistency of corporate directives** a top-three business challenge — *RSR Research*

40% of retailers call **employee engagement** and the service levels they provide a top three internal challenge to good CX
— *RSR Research*



4 To enhance the CX, grocers need effective, consistent communication with staff



Executive messages



New processes



New product training



Company news



Demos on delivering the brand's CX

5 Digital signage in breakrooms and on end caps deliver instant, customized information, where and when employees can best use it. Digital signage solutions deliver:



Increased Attention:



Employees are **75%** more likely to **watch a video** than read text — *Rogan*



Delivering training in small bits that can be applied immediately **sharply increases retention**
— *Harvard Business Review*

Bottom-Line Impact:

For every 10% increase in employee engagement levels, **customer service levels go up by 5%**, and profits by 2%
— *University of Michigan*

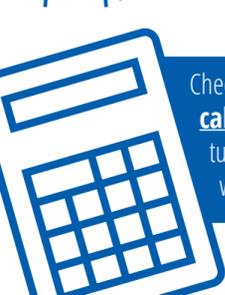


Organizations with **effective change and communication programs** are **3.5 times** more likely to outperform their peers — *Towers Watson*

Reduced Turnover:



Companies with strong engagement see a **greater reduction in employee turnover** vs. companies with lower engagement
— *Engage for Success*



Check out this **employee turnover cost calculator** to discover what employee turnover is costing your organization, and what you can do about it

Today's digital signage solutions are easier than ever to install and use, enabling grocers to deliver up-to-the-minute, effective, compelling employee communications in every store at the moment they're most impactful.

[Click here to learn more.](#)