The retail industry is in a state of transformation. Retail is one of the largest hourly wage employers, with an estimated 700,000 retail job openings as of Q2 2019, and yet record numbers of retailers are shuttering their brick and mortar locations. With the rise in ecommerce, retail recruiting is undergoing an evolution with the workforce expanding to include roles designed to address the omnichannel consumer experience, such as logistics managers, cybersecurity directors and data scientists.

### Lead Your Company Through The Retail Revolution

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### Challenges Faced by Today’s Retailers

**Changes to Business Strategies (Omnichannel Marketing)**

- Consistent need for high-volume hiring and better shift fill-rates
- Candidates prefer more flexible work models
- Difficulty competing with other industries for tech talent
- Candidates do not have required education and experience for more advanced jobs

**Lack of Interested Talent**

- Seasonal spikes, multiple store openings and rapid growth
- Staffing storefront, warehouse and corporate positions simultaneously
- High percentage of student employees, leading to low retention rates upon graduation

**Increasing Importance of Brand as Differentiator**

- Candidates are prioritizing family and autonomy, balancing work with school and preferring the flexibility of self-scheduling with gig jobs (e.g. Uber, Lyft)

**Rapid pace of technological change**

- Focus on ecommerce creates a greater need for software and web developers and market researchers
- Tech candidates do not perceive retailers as tech progressive or providing a dynamic career path

### What Are Your Concerns?

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### Why Is This Happening?

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### ManpowerGroup Solutions Can Help

- Strategic resource planning and consulting services to attract, retain and engage the skilled workforce you need
- Talent pooling solutions such as WorkMyWay.com to tap into larger networks of available candidates
- Flexible models including Recruitment Process Outsourcing, Contingent Workforce Management and Total Talent Management to find and hire the right combination of worker types (permanent, temp, part-time, seasonal, contract)
- Short- and long-range workforce planning (including employer brand building) to attract and retain highly sought-after candidates
- Market intelligence and global rate and compensation analysis deliver insights about employment markets and trends in compensation
- Complete workforce solutions focused on upskilling your current workforce, hiring for learnability and identifying skills and jobs you will need for the future
- Assessments of job profiles to better align job requirements with available talent
CANDIDATES AS CONSUMERS

With so much competition for its products, retail depends heavily on brand loyalty and on providing a positive customer experience. How a retail company treats its current and potential workforce can have a direct impact on that company’s bottom line.

When a candidate shares the details of a bad candidate experience through social media channels, those messages can have a negative effect on the brand, reaching hundreds if not thousands of people in the candidate’s network and beyond.

ManpowerGroup Solutions’ RPO services help clients provide a superior candidate experience, responding quickly and authentically to their potential candidates to ensure they secure the best talent and avoid losing those candidates as potential customers.

54% of global candidates surveyed say that a negative candidate experience can make them less likely to buy a company’s products or services in the future.

—Add to Cart: Candidates are Consumers Too, ManpowerGroup Solutions, 2018

RISE OF THE ROBOTS

As retailers automate routine tasks and implement AI tools to increase productivity, they are also broadening their upskilling efforts so their human workforce can perform alongside the technology. Retailers who invest in upskilling their current workforce are investing in their own sustainability.

MORE EMPLOYERS THAN EVER – 87% – PLAN TO INCREASE OR MAINTAIN HEADCOUNT AS A RESULT OF AUTOMATION.

—Skills Revolution 4.0 Report: Humans Wanted: Robots Need You, ManpowerGroup, 2019

ManpowerGroup Solutions’ RPO and Consulting Services provide clients with strategic thinking to address their workforce challenges due to the digital revolution. What we can do:

» Evaluate your current workforce and identify what skills and jobs will be needed for the future
» Focus on hiring for learnability and build recruiting timelines that allow for training and upskilling
» Help organizations plan and budget for training costs and collaborate with schools and professional organizations

To learn more, contact us at: www.manpowergroupsolutions.com/contact-us

ManpowerGroup Solutions’ expertise in the retail sector is based on a diverse portfolio of clients across the industry—from automotive to home improvement to big-box stores and supermarkets. We specialize in high-volume and seasonal hiring for large and small retailers. Our unique strategies and solutions uncover the hidden talent in highly competitive markets. Whether a company is looking for in-store and ecommerce positions, or warehousing and logistics roles, ManpowerGroup Solutions understands what it takes to attract and retain the talent needed to get the job done. This makes us the most recognized and respected retail workforce solutions provider in the world.