

MAKING RETAIL WORK

LEAD YOUR COMPANY THROUGH THE RETAIL REVOLUTION

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.

CHALLENGES FACED BY TODAY'S RETAILERS



CHANGES TO BUSINESS STRATEGIES (OMNICHANNEL MARKETING)



LACK OF INTERESTED TALENT



INCREASING IMPORTANCE OF BRAND AS DIFFERENTIATOR



RAPID PACE OF TECHNOLOGICAL CHANGE

WHAT ARE YOUR CONCERNS?

WHY IS THIS HAPPENING?

MANPOWERGROUP SOLUTIONS CAN HELP

Consistent need for high-volume hiring and better shift fill-rates

- » 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

- » **Strategic resource planning and consulting services** to attract, retain and engage the skilled workforce you need
- » **Talent pooling solutions** such as [WorkMyWay.com](https://www.workmyway.com) to tap into larger networks of available candidates

Candidates prefer more flexible work models

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

- » **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)

Difficulty competing with other industries for tech talent

- » 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

- » **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

Candidates do not have required education and experience for more advanced jobs

- » Job requirements tend to be misaligned with actual skills and knowledge needed to be successful in retail career paths (e.g. requirement of a BA for a junior retail position)
- » Escalating education costs preventing workers from acquiring necessary skills and education to advance

- » **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





WHAT CANDIDATES WANT

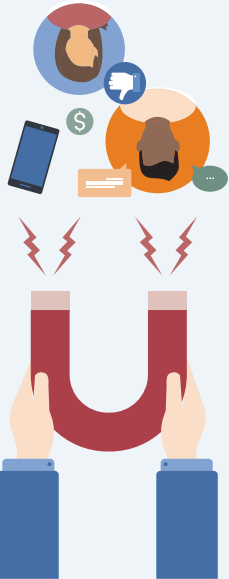
With unemployment rates at all-time lows, it is a candidate's market. To compete for talent, retail employers need to focus on the candidates' job search priorities:

48%

of in-store retail candidates say **SCHEDULE FLEXIBILITY** is important, virtually tied with compensation¹

52%

of retail candidates say **BENEFITS** are a top 3 factor²



1, 2 - Apocalypse or Evolution: What Retail Employers Need to Know About Candidate Preferences Report, ManpowerGroup Solutions and RILA, 2018

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 Recruitment Process Outsourcing (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.



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