

EXPLORING BUSINESS OPPORTUNITY IN RETAIL

Why are Solution Providers Only Just Realising Potential in the Retail Industry?



LANA DALE

leaphr@hansonwade.com

The retail industry has faced a huge amount of turbulence over the last few years: a pandemic, shifting consumer demands and shopping preferences, inflation and financial downturns.

63% of frontline retail managers are thinking about quitting in the near future and 90% are struggling to recruit for their stores.

The convenience of e-commerce means that brick-and-mortar retail now must also offer an experiential, great customer experience in order to attract customers into stores.

With these challenges alongside an increased pressure to optimize efficiencies both in store and at the depot warehouses, leaders in Retail are actively looking to partner with solution providers to alleviate their stresses.



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What Solution Providers are Retailers Looking for?

Recruitment Firms & RPO

With quality employees in short supply as they leave in droves for other industries, retailers need to completely re-imagine how they attract and engage their customer-facing workforce, relying more than ever on customer experience to compete with e-commerce. They need help finding quality talent and quickly – understaffed, leads to high turnover.

Applicant Tracking & Interview Software

This market is archaic, but they want to level up. Traditionally, TA leaders will waste valuable time travelling to stores to conduct interviews (referred to in this industry as windshield time). Retailers are searching for technology to help them reduce the need for travel so that they can use their time more productively.

Onboarding & HR Software

As retailers compete closely with other retailers for applicants, they want to speed up their application and onboarding process so that applicants who they desire, who often also apply to their competitor retailers, are not snatched up before they can confirm them. This includes the whole process from first interview to being hired to start date.

Where Can Solution Providers Access this Market of Eager-to-Learn Decision Makers in the Retail Industry?

Industry specific events like LEAP TA: Retail are bringing together some of NRF's top 100 Retailers with Director, VP & C - Level job titles.

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