

Three Current Challenges for Retail Employers

Employees are often the face of a retail company since they interact with customers on a daily basis. To ensure retail companies are setting themselves up for success, they must hire and maintain exceptional staff members.

It may prove challenging for retail employers to deliver exceptional customer service because they may have difficulty attracting and retaining top talent.

Discover the current challenges that are impacting retail employers and how on-demand pay may help alleviate them by supporting employees.

Recruit Top Talent



Retail employers must rethink their recruitment strategy and invest in their employees with skills training and value-based benefits in order to continue to hit business goals

48% said the talent shortage is a huge risk to companies hitting their growth goals, according to a 2021 PWC Pulse Survey.¹ In order to achieve their business goals, retailers must focus on recruiting and investing in personnel.

Improve Employee Retention



Employee retention continues to be a pain point for employers in the industry.

The annual separation rate for retail in 2021 was 64.6% in comparison to the average rate of 47.2% across industries, according to the U.S. Bureau of Labor Statistics.²

According to Mckinsey, some of the main reasons retail employees leave include compensation and health & well-being.³

Deliver An Exceptional Customer Experience



Customer expectations are changing as the shopping experience digitalizes, which impacts how retailers think about their customer experience strategy. If retailers do not adopt an omnichannel strategy, they could fall behind the competition.

According to Forrester, online retail sales are expected to reach \$1.6 trillion, accounting for 30% of the market by 2027.⁴ Retail companies must empower their employees to meet this growth and ensure customer service continues to improve throughout this evolution.

Focus on the Employee Experience to Improve Customer Relationships



To address these challenges, retail employers should focus on how they can potentially improve the overall employee experience, leading to better customer service. Retail employers need to empower and motivate staff to provide amazing customer service.

Financial wellness benefits like on-demand pay can help retail employers to stand out amongst the competition to hire and retain highly skilled staff members.

[Learn how DailyPay can help.](#)

[Book a Demo](#)

All information herein is for educational purposes only and should not be relied upon for any other use. The information herein does not constitute the rendering of financial advice or other professional advice by DailyPay. No fiduciary obligation or duty exists, or is created, between you and DailyPay. DailyPay does not warrant the completeness or accuracy of any information provided to you.

¹ <https://www.pwc.com/us/en/library/pulse-survey/retail/retail-executive-views-2022.html>

² <https://www.bls.gov/news.release/jolts.t16.htm>

³ <https://www.mckinsey.com/industries/retail/our-insights/how-retailers-can-attract-and-retain-frontline-talent-amid-the-great-attrition>

⁴ <https://www.forrester.com/blogs/by-2027-us-online-retail-spending-will-reach-1-6-trillion/>