



Retail workforce
trends in 2023:
how to survive
and thrive

roubler.

The top retail workforce trends we expect to see

What does 2023 hold for retailers and their workforce?

Retailers have it rough at the moment - market volatility, labor pressures, supply chain constraints and pressure to deliver best prices in the most convenient way possible.

Through it all, the industry has managed to sustain itself and remain agile to these compounding changes. So, how can retailers sustain the resilience of the last few years to better navigate the headwinds they face in 2023?

In order to keep up with changing customer behaviours and changes in the labour market, retailers need to remain agile and evolve. This means developing and investing in certain key aspects of their business.

In 2023, retailers are making efforts to shift towards highly efficient, streamlined business models that are more forward-thinking than ever.

This means leveraging the power and potential of technology to provide customers with new and exciting ways to browse, buy and save and to provide employees with everything they need to thrive in the workplace.

Thankfully, Roubler's all-in-one workforce management provides the clarity businesses need to understand costs, make informed decisions and ultimately drive efficiencies.



Tailored customer experiences

Retailers have long focused on perfecting the customer experience and in 2023, we'll see a shift towards consumers wanting and expecting their own personalised experiences.

Tailoring the customer experience means utilising data for insights into how you can best cater to the individual needs of your customers.

What does this mean for retailers looking to implement personalised experience? Investing in technology that provides the right amount of data and intelligence will be essential.



Improved employee experiences

Is your team engaged and focused? Are they willing to put in the extra effort needed to help your business succeed?

Employees can become apathetic if they don't feel engaged and don't particularly enjoy the job they are doing.

After everything they have experienced over the past few years it's little wonder many are demanding more from their employer.

Despite this, many businesses still underestimate the power of effective communication in boosting morale and galvanising workforces to achieve their best.



Efficient cost control measures

The rising cost of talent retention and economic factors such as inflation are not only hindering many retailers' ability to scale and grow, but also lead to more cost-conscious shoppers.

There's demand to focus on transforming operations, reducing costs and driving efficiencies to meet consumer expectations of affordable products.

Many are investing in tech to automate process and operations, helping streamline the store experience and optimise labour costs.



Sophisticated automation and data

Manual processes are well outdated in the retail industry, with customers expecting more for less, quicker.

While keeping up with the pace of technology in retail can seem daunting, the benefits of automation and data will affect nearly every aspect of your business.

With solutions available on the market such as AI rostering, workforce business intelligence and automated employee onboarding, it's no wonder retailers will see a major uptake in automation in 2023.

Providing the ultimate employee experience

Effective communication is an essential ingredient for helping employees maintain their passion for their job. Workforce management software plays a key role in helping them feel engaged, informed and equipped for the task at hand.

Think employee-first

Employees are the lifeblood of your business: research shows that companies with a compelling employee experience are more likely to perform better financially.

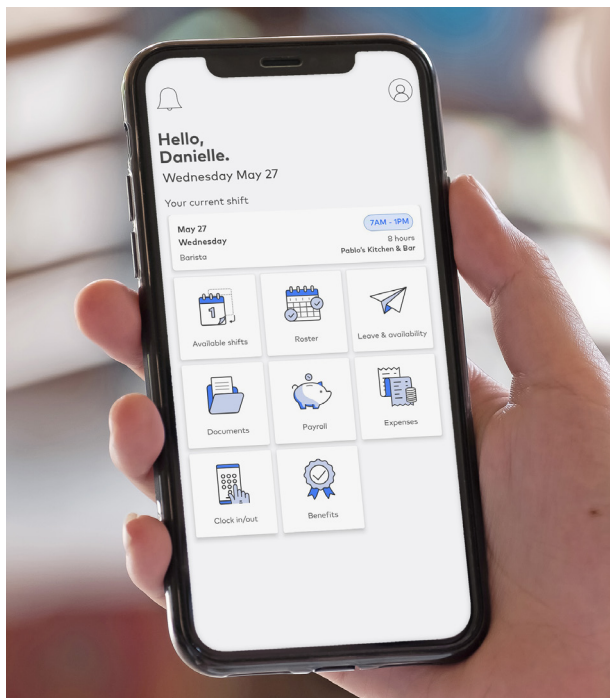
For this reason, forward-thinking employers are investing in technology to enhance the employee experience and empower staff to do their job.

Being equipped with the right tools can positively shape the way staff feel about their employer, and their willingness to go above and beyond.

Keep staff in the loop

Employees want to feel connected and in the know. There's nothing worse than feeling like your employer has left you in the dark about a new policy or failed to provide the information you need to do your job.

Workforce management software gives employees access to up-to-date information in one place, enabling swift and effective communication.



Why a mobile app is a critical tool for employee engagement

Mobile apps play a key role in helping us stay organised. From online banking to ordering groceries to booking a ride, we rely on technology help us get through the day-to-day.

Employees expect the same level of convenience when it comes their work life. This is why a mobile app – or at the very least online access – is a critical part of workforce management.

This is particularly important in sectors like retail and hospitality where people are typically on the floor away from a computer.

Innovative technology designed for the retail industry

Employees across the entire business should be empowered with seamless systems that enable them to complete their work as easily as possible.

Whether it's a team leader building a roster, a general manager identifying ways create efficiencies across locations, or a payroll team member producing a pay slip, the more automated the solution, the better.

AI auto rostering

Enabling managers to easily create cost-effective rosters and communicate them at the click of a button is a fundamental requirement for any shift-based workforce.

With AI auto rostering, managers no longer have to spend hours creating rosters, and can schedule an entire workforce with just one click.

Not only will an effective rostering system save leaders time, it can also ensure each location is not over- or under-resourced in line with forecast foot traffic.

Award compliance

Thanks to Australia's complex modern award system, many payroll teams are burdened by the constant need to review intricate regulations.

Software should help minimise non-compliance. Features such as automated award updates, built-in checks and measures, and alerts for managers all help reduce the risk.

Real-time labour efficiency

Ballooning labour costs can significantly hamper profitability. It is often difficult to gauge how much a roster will cost on any given day, particularly when overtime and other allowances are a factor.

Labour efficiency features enable real-time business intelligence and workforce analytics – providing full oversight of labour efficiency, and budget vs spend and sales – helping leaders make informed decisions when choosing who to roster on.

Time and attendance

Many businesses still rely on excel or paper timesheets, or are burdened by a separate time and attendance system that does not "talk" to payroll.

Workforce management software allows real-time data to travel between employees clocking in and out, the software platform, management, and payroll – meaning after shift approval, payments can be processed in a timely and accurate manner.

Hygiene and safety

It goes without saying that employees' health and safety is paramount, but it can be difficult to maintain stringent hygiene standards in a busy workplace.

Features such as staff vaccination records, mobile clock-in, contact tracing reports, health check questionnaires and staff vaccination records all help prevent the spread.

Roubler + HG Retail (IGA)



HG Retail operates 16 IGA stores across Australia. They first implemented Roubler in 2017, creating technological efficiency across the business and enabling them to deliver on their promise of "Good food, great people".

The HG Retail leadership team was faced with the challenge of managing the day-to-day rostering, time and attendance and payroll of more than 500 staff, while maintaining their close-knit culture.

By allowing staff to onboard themselves and manage their own availability, Roubler enabled managers across HG Retail to lead from the front and focus on the employee experience that is so valuable to their team.

Roubler's cloud-based software provides the power of one seamless system for all your workforce management needs. It includes everything you need to recruit, onboard, roster, manage and pay your employees.

Our unique all-in-one solution simplifies day-to-day operations, increasing efficiency and driving employee productivity.

With Roubler, HG Retail has:

- A seamless and easy-to-use rostering system
- Improved employee communication via the mobile app
- Total visibility over wage spend and labour costings
- Complete transparency across locations
- Comprehensive training for all managers and staff.



Workforce management for retailers

Roubler is a unique workforce management solution trusted by businesses all over the world.

We'll help you to onboard, schedule, manage and pay your staff, all while providing data clarity and real-time analytics across every aspect of your workforce.

We bring you true peace of mind with Roubler's always-on compliance and risk management tools.

By harnessing the latest AI, machine learning and automation we are providing a new depth of insight and intelligence, and shaping the workforces of tomorrow.

Want to find out more?

Call us on +61 1300 833 137
or email info@roubler.com



Onboard

Automate employee onboarding and go paperless.



Roster

Create efficient rosters with a single click.



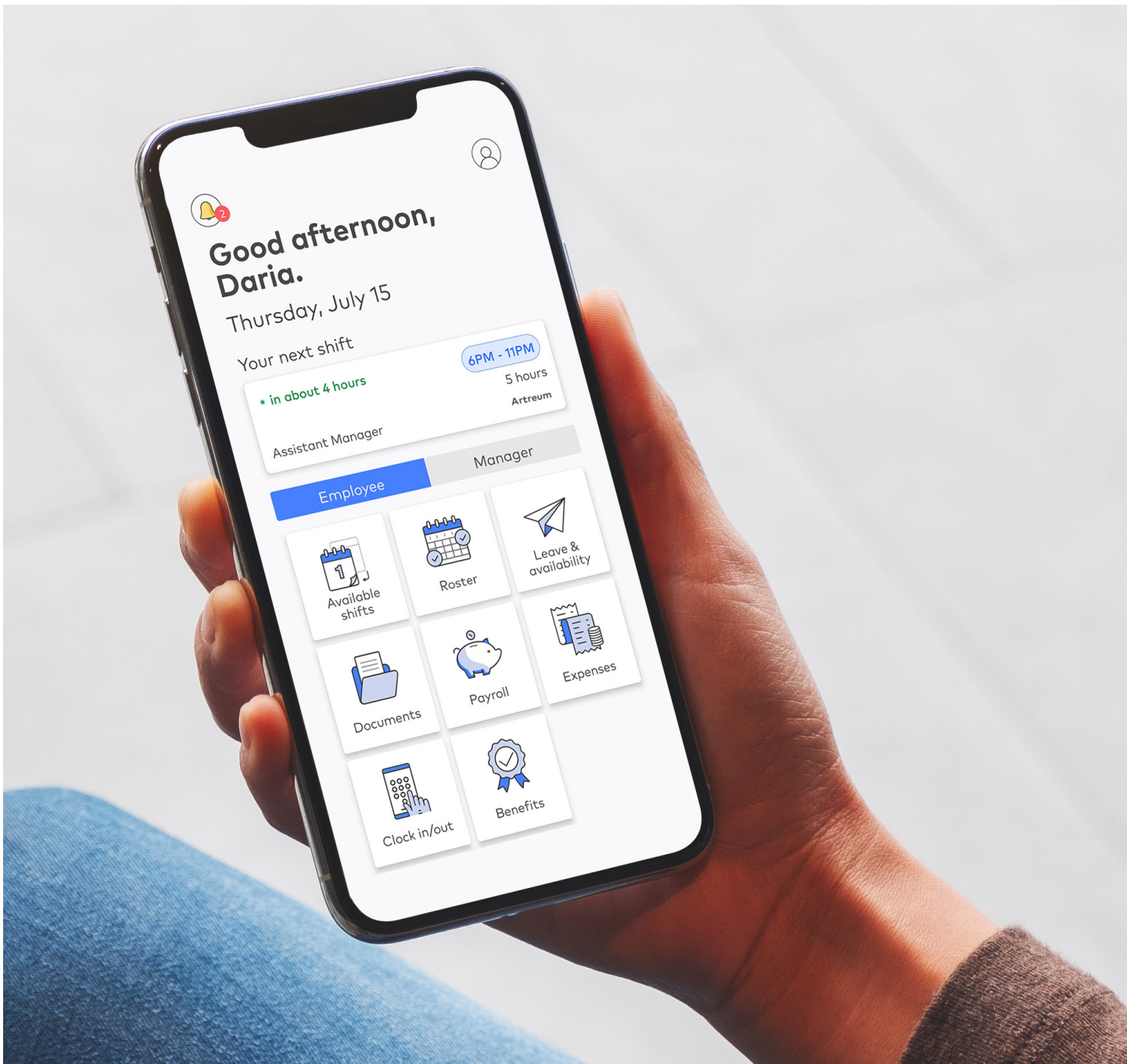
Manage

Manage employees seamlessly at every stage.



Pay

Enjoy peace of mind with built-in compliance.



Find out more

Want to learn more about effective workforce management?

Call us on 1300 833 137
or email info@roubler.com

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