



The Rise Of The *App-Powered* Store Associate



We visited **45 well-known** specialty retail stores in NYC and Boston, and interviewed **45 associates** between the ages of 18 and 34 [Millennials/Gen Y].



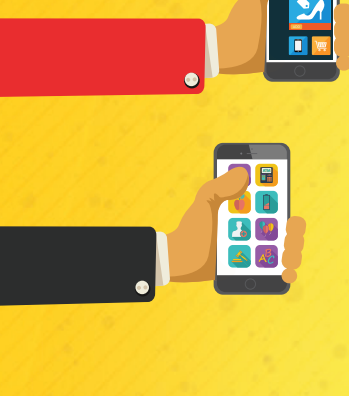
Posing as shoppers, we engaged in one-on-one **discussions** to understand their relationship with **mobile technology**.

Store associates are more technologically savvy than ever before. In most cases, even more skilled with devices than their managers.

Yet **90%** of Sales Associates are discouraged from possessing a mobile device in-store.



Ironically, **90%** of retail shoppers using **smartphones in-store** are creating a major experience gap in the store's omnichannel strategy. Among the general population, over **85%** of this demographic (Millennials) owns a smartphone.



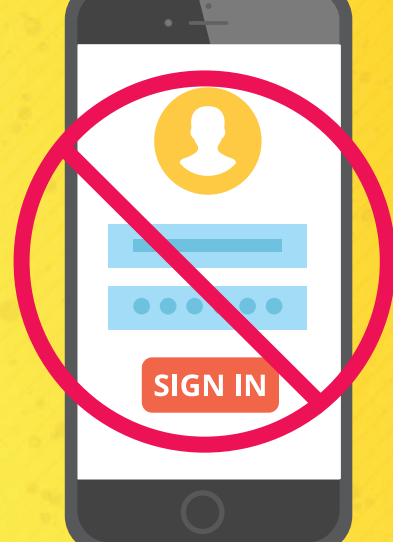
"We've spent two years building our store associate app, and now I have better access than my store customers to promotions and inventory. That was never the case before now."

-Sales Associate, Lucky Brand



"It's a joke that we can't use our iPhones in the store. Managers are afraid we're going to text all day. They just don't get it, and it's really frustrating."

-Sales Associate, American Apparel



While any customer with a smartphone can access the store's website in-store, **only half of Store Associates** had access to their own store's website while in-store.



Why do Store Associates not have access?



49%

of Store Associates said that the existence of a dedicated store associate app would impact their decision to take a job as an associate.

66%

of Store Associates think their managers don't get technology.



Store Associates feel a resistance to technology adoption in-store from management; while management believes Store Associates are not ready for in-store mobile technology.

Every Store Associate expressed interest with the introduction of **technology** into the **Sales Associate/Customer** relationship. They said it would also benefit their job performance.



Are you disempowering your associates?

Sales Associates need a mobile-first strategy just as much as your customers do. In fact, your employees are already mobile-enabled. With a mobile-charged employee you can see increased:

Store Revenue
Customer Engagement
Associate Retention



To learn more on what mobile point of service solutions can do for retail, request a demo at **NRF 2016**

[Request a Demo](#)

