

STEP UP YOUR RETAIL EXECUTION

Ultimate checklist

According to a study by RIS, the retail industry loses an estimated \$8.5 billions in sales every year due to poor retail execution. Here are a few tips to not be part of this trend!

Improve communication with store employees

- Send relevant information such as instructions and video tutorials directly with task lists
- Use multiple choice questions and pick-lists to avoid typos and collect structured data
- Use skip logic to ask only relevant questions based on previous answers

Collect in-store data that will help inform your future strategy

- Leverage store teams to collect information about store layout, traffic, cleanliness, and competition
- Collect customer sentiment about products during experiential marketing events
- Collect field staff feedback about locations and foot traffic



Verify proper execution

- Visually verify compliance with pictures
- Use GPS technology and time-stamped data collection to avoid fraud

Leverage real-time tech

- Get real-time reports and dashboards and track project completion vs. deadlines
- Get real-time alerts and make last minute adjustments to avoid “no-shows”

The Natural Insight Solution



The Natural Insight platform provides enhanced retail execution for retailers. A robust retail execution and workforce management cloud software, Natural Insight offers its customers unprecedented visibility into what is happening in their stores with on-demand communication tools so they can deliver the best experience to all of their customers all of the time.

- Centralize employee communication and task management.
- Empower store associates to deliver an exceptional shopping experience to customers.
- Gain detailed insight into compliance and the impact of store programs on consumer behavior using a simple, drag-and-drop reporting system.
- Visually verify retail execution with photo libraries across all branches and stores.
- Analyze and optimize overall workforce performance and trends.

What is the
**Natural
Insight
Solution?**

www.naturalinsight.com