



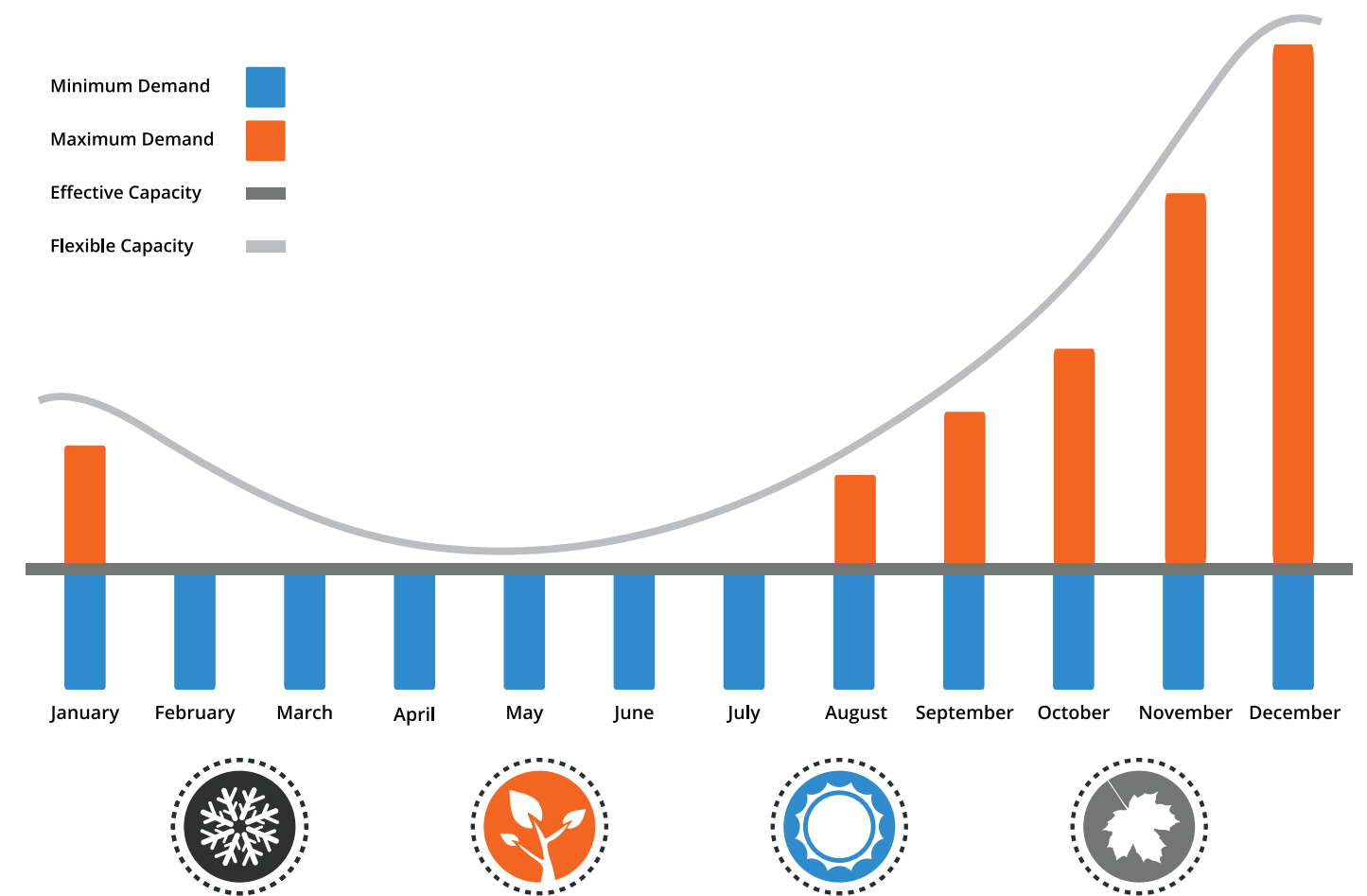
# The Retail Labor Model IS DESIGNED TO FAIL

And What You Can Do



# Predictably Seasonal: A Year in Retail

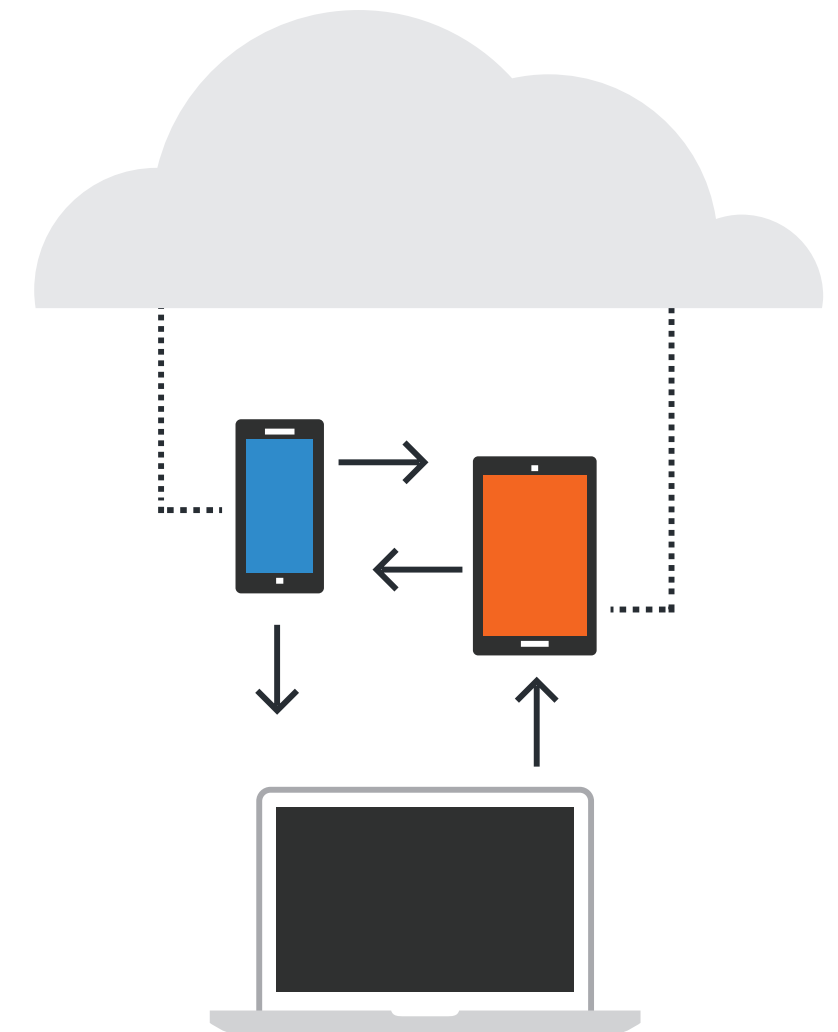
Today's retailers face smaller margins and a mandate to make the surge months count while limiting the impact of slumps. This requires innovation in both the in-store experience and the utilization of external field service work.



# Modern Retailers Require a Modern Workforce Mindset

In 2018, retailers are exceptionally good at meeting the challenges of 1998.

Classic solution strategies no longer fulfill retail's ever-changing needs. Today, margins are smaller and the retail landscape is extremely fluid. Retailers must cut costs by developing new processes. A centralized strategy for applying a workforce of vendors, freelancers, and full-time employees is required.



# Outdated Workforces Are Costing You Money

Currently there are two solutions to the seasonality problem:

1. Hire seasonal employees around the holidays
2. Utilize a bench of part-time workers and vendors

However, these solutions only create a new set of problems:

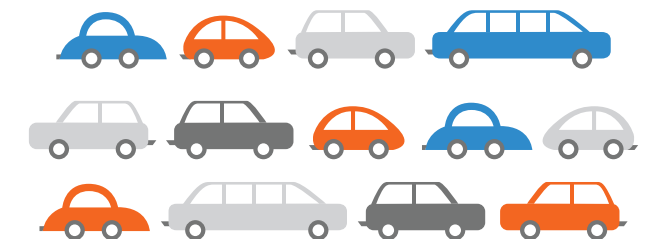
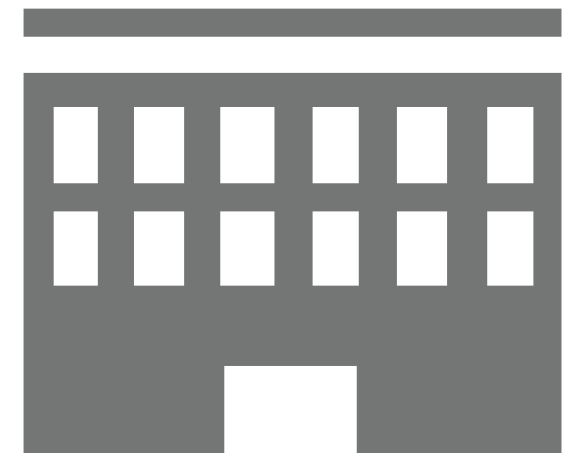
- Workforce information is **decentralized** across multiple systems
- **Time-consuming** phone calls between HR, legal, and store managers
- Outdated in-house software and **obsolete** spreadsheets impede operations
- **Expensive** over-hiring and under-hiring impact both revenue and overhead
- Employee attrition creates costly contact and **knowledge gaps**



# The Numbers

- Workforce optimization saves **\$200 - \$800 per hourly employee**, potentially tens of thousands of dollars per location
- Inefficient labor management costs retailers **2.5%** of total annual payroll
- Experienced sales professionals spend **50%** of their time training less experience employees

Overtime, turnover, and absenteeism cost retailers millions of dollars in revenue every year. Effective workforce management results in schedule equilibrium, capacity optimization, and reduced staffing inefficiency.



“52% of Fortune 500 companies in 2000 no longer exist.”

DELOITTE



# Advantages of a Retail Re-Think

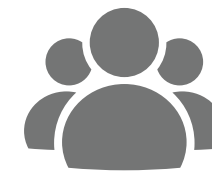
- **Control Spending** – No over-staffing and no excessive overtime
- **Measure Time** – Optimize seasonal capacity, eliminate labor-to-traffic mismatch
- **Transparency** – Insight on IT tech action and location
- **Profitability** – Balance sales with labor costs and focus on revenue-driving investments
- **Consistency** – Reduce turnover and deliver consistent customer service quality



# WorkMarket & The Worry-Free Workforce

WorkMarket is a software platform that allows retailers to vet, organize, and engage workforces to meet the challenges of every hour, day, and month of the year. On a single platform retailers can manage their full-time, part-time, contract, retiree, vendor, and IT technician workforce.

WorkMarket's management tools directly connect retailers and workers. With streamlined communication, seamless transactions, and an easy-to-use interface it creates a productive and worry-free workforce. By deploying an agile workforce and work automation technology, WorkMarket's cloud-based software sets the standard for competitiveness.





# Labor Clouds

A labor cloud is as a curated network of talent. Labor clouds organize groups of people based on criteria important to operations managers: location, availability, product knowledge, skills sets, certifications, and other work-specific requirements.

By organizing workforces into labor clouds, employers can easily engage, schedule, and pay employees who are fully compliant and qualified to consistently deliver quality service.



“Using WorkMarket labor clouds,  
we were able to build a **nationwide workforce  
of highly skilled IT techs in just a few days.**”

CHARLES HUGHES, WALGREEN'S DIRECTOR OF IT FIELD SERVICES





WorkMarket enables retail store ops to manage workforces with speed, accuracy, and efficiency.

WorkMarket, the OS for work, was founded in 2010 with an ambitious vision: to power the future of work. Today, we are building the modern work market, a frictionless exchange between businesses and skilled professionals. Our labor automation platform helps enterprises unlock new levels of productivity, and manage their entire mosaic of labor, from freelance to full-time, on a single platform. WorkMarket integrates into most cloud-based apps trusted by today's largest enterprises.

To learn more, visit [www.workmarket.com](http://www.workmarket.com) or contact [answers@workmarket.com](mailto:answers@workmarket.com)