



Kronos for **Retail**

Improve your bottom line and satisfy both customers and employees



Flexible scheduling, self-service, and mobile access can go a long way toward increasing engagement by giving employees greater autonomy, freedom, and control.

Transforming the Retail Store
Kronos Incorporated

The retail industry challenge

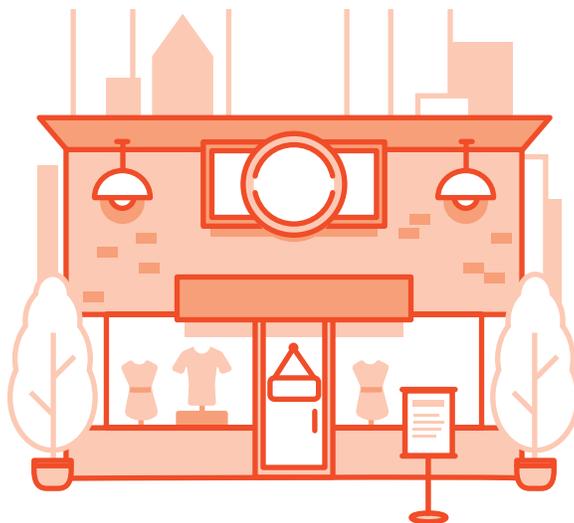
Multichannel shopping is changing the retail landscape. With mobile shopping and e-commerce on the rise, customers can shop when, where, and how they want. Consumers have access to a wide variety of commodities on virtually every corner and — in the rare cases they don't — they're only a click away. Now more than ever, customer service and in-store experience play a significant role in consumer attitudes toward retail outlets.

Despite the ease and convenience that online shopping provides, consumers often resort to mobile shopping when there is a stock shortage or they receive poor service. So there is an even higher emphasis on delivering a superior customer experience that differentiates you from competitors and keeps customers coming back.

The average turnover rate in the retail industry is **50%**, which results in **\$11 billion being lost each year.**²

The retail workforce is less engaged than the national average,¹ which results in the industry's exceptionally high turnover rates. Evolving into a more streamlined and customer experience-focused retail model starts with optimizing your workforce. By hiring and retaining best-fit employees, and managing them more effectively, your retail organization will be in a better position to provide a quality in-store experience that drives satisfaction, loyalty, and bottom-line results.

Kronos® for Retail™ provides a multichannel platform that helps you forecast more accurately, and aligns labor with consumer demand and employee preferences, which often lead to higher productivity and better store performance.



¹ Quantum Workplace Retail Industry Engagement Profile.

² Dalecarnegie.com, www.dalecarnegie.com/employee-engagement/engaged-employees-infographic/.

Delivering a comprehensive solution

In order to compete in this increasingly competitive retail environment, you need to put your best people in front of customers at the most opportune time. By using a fully automated, fully integrated Kronos solution, you can align your staffing with consumer demand, avoid costly overtime and employee turnover, and gain full visibility across locations — all while eliminating paper processes and minimizing compliance risk.

Companies with engaged employees outperform those without by up to **202%**.³

Control labor costs

With razor-thin margins and pressure from new competitors, you need to make every dollar count — and your workforce represents your largest controllable expense. With advanced forecasting and scheduling tools, you can create predictable, cost-effective schedules that take into account employee availability, which can help decrease unplanned absences, costly overtime, and turnover. In addition, up-to-date POS data trends on weather, local events and competitor activity help ensure you always have the staff on hand to meet your business needs.

Increase employee engagement and productivity

Reward dedicated, hard-working employees with more control over their hours. With our comprehensive time and attendance and scheduling tools, you can balance availability with preferred schedules. Our employee self-service and mobile capabilities give your staff a say in the business by allowing them to view schedules, swap shifts, and request time off. In addition, data on historical trends, traffic patterns, and seasonal demands helps you optimize schedules to ensure both your employees' and your customers' needs are being met.

Minimize compliance risk

New labor laws are emerging around the country. It's nearly impossible to keep up with them on your own. Constantly managing federal, state, and local labor laws including FLSA, ACA, overtime, and minimum wage is a daunting, time-consuming task. Kronos robust compliance tools continually monitor and analyze time records and schedules, and stay abreast of ever-changing labor laws to ensure you're always complying with the law. With our automated solution, work rules can be customized to comply with local laws and applied uniformly across all locations to help reduce unauthorized overtime and ensure mandated breaks are taken — eliminating paper processes and providing clear evidence for auditing and reporting.

Recruit and retain top employees

Quickly source, qualify, and identify candidates who are most likely to be successful in your retail environment and stay with you longer. Loyal employees can help you attract loyal customers. Our streamlined solution pays, tracks and evaluates employees so you can treat them fairly, reward dedication, and prevent them from being lured away by the competition.

³ Dale Carnegie, Dale Carnegie® Training, Dale Carnegie Employee Engagement Infographic, May 7, 2013, found at www.dalecarnegie.com/employee-engagement/engaged-employees-infographic/.

Managing your entire workforce

Kronos for Retail is designed with your entire organization in mind. With the right tools in place, you're in a better position to attract and retain talent, engage your workforce, and manage the entire employee lifecycle, to deliver a quality experience that drives customer and employee loyalty and bottom-line results. Whether you have a few stores or an entire chain, Kronos has you covered.



Hourly associates

Part-time and full-time hourly employees from cashiers to supervisors can make their own schedules and access them anytime from their mobile devices. Being able to request hours, swap shifts, and request time off helps prevent unplanned absences and increases employee satisfaction.



Salaried Managers

Our end-to-end solution helps store managers recruit, hire, and track performance. With our automated system, time is tracked, reported, and analyzed. Fewer paper processes mean less paperwork, so managers can focus on what matters most — enabling their employees and caring for their customers.



HR and payroll administrators

Using Kronos tools, HR staff is well-equipped to attract and retain best-fit employees. Compliance tools — supported by reporting and auditing functionality — help proactively manage federal, state, and local labor laws, including the FLSA, FMLA, wage and hour laws, tipping rules, and more. Automated processes also help payroll staff deliver perfect paychecks.



District managers

To see the big picture clearly, district managers need real-time visibility into every store. Kronos offers robust reporting and analytics tools that can track each store's performance against budget and spotlight opportunities for cost savings and productivity gains. With an in-depth view of the entire workforce, district managers receive actionable insight into performance and the information needed to create effective performance reviews.

"Through activity-based labor scheduling and budgeting, retailers can cut store labor costs by up to 12% while improving both customer service and employee satisfaction."⁴

McKinsey & Company
August 2015

⁴ Daniel Läubli, Gernot Schlögl, and Patrik Silén, McKinsey & Company, *Smarter Schedules, Better Budgets: How to Improve Store Operations*, August 2015. found at www.mckinsey.com/industries/retail/our-insights/smarter-schedules-better-budgets-how-to-improve-store-operations.

Kronos is a leading provider of workforce management and human capital management cloud solutions. Kronos for Retail is the most widely adopted and deployed workforce solution in the world. Our solutions are designed to meet the unique needs and challenges of retail organizations — more than 1,000 retail organizations use Kronos to empower employees and drive better business results. Because in today’s fiercely competitive market, your success depends on your ability to remain flexible to the changing consumer landscape, while providing impeccable customer service to gain market share and increase your brand loyalty. Learn more about Kronos and our retail-specific suite of solutions at kronos.com/retail.

Kronos: Workforce Innovation That Works™.

Put Kronos for Retail to work for you:

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