



SYNERGY 2016  
**EXPERIENCE 2020**

# The Changing Role of the Store Associate

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# The Changing Role of the Store Associate

- Do your associates contribute to the differentiation of your brand?



# The Changing Role of the Store Associate

- What motivates today's associates?
  - Money?
  - Job Security?
  - Flexibility?
  - Opportunity?
  - Benefits?
  - Technology?
  - Challenge?
  - Responsibility?



# The Changing Role of the Store Associate

- What does a motivated associate look like?



# The Changing Role of the Store Associate

- Why does it matter?
  - A cautious consumer
    - Average household income remains 8% lower than it was in 2015
    - 114% of income growth since the Great Recession has gone to the top 10% of earners
    - 50% of U.S. households are home to at least one Amazon Prime member



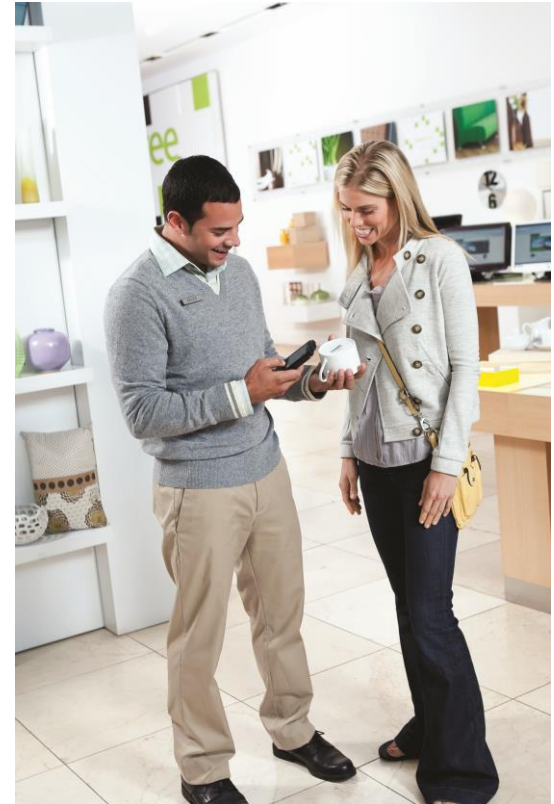
# The Changing Role of the Store Associate

- Why does it matter?
  - More technology in the *shopper's* hands
    - Everyone has a smartphone. That's a *good* thing, right?



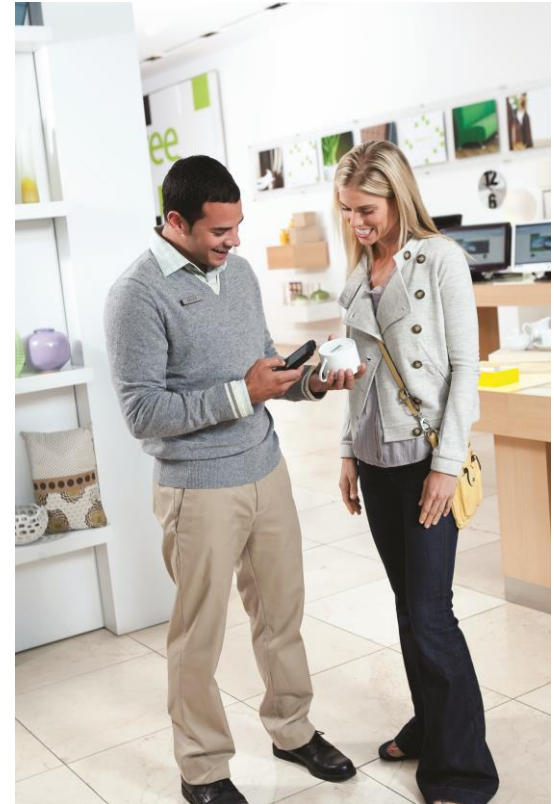
# The Changing Role of the Store Associate

- What's a store gotta do?
  - Obviate for change
    - Hiring practices
    - Associate roles
    - Task management
    - Associate relations/WFM



# The Changing Role of the Store Associate

- What's a store gotta do?
  - Put more technology in *associates'* hands
    - Despite the hype around mobile deployment... where are the devices?
    - Where there *is* mobile, what's it connected to?





# The Changing Role of the Store Associate

- Leverage tech to:
  - Level the playing field
  - Let your stars shine
  - Empower your bench strength



# The Changing Role of the Store Associate

- Leverage tech to:
  - Enable change to the commerce model
  - Allow stores—and store associates—to do more for your customers



# The Changing Role of the Store Associate

- Leverage tech to:
  - Engage associates
  - Empower associates
  - Recognize and reward associates







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# Thank you

Please remember to take the brief session survey in the mobile app. Your feedback is very valuable to us!

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