



## Surfing Tides of Retail Change

A Talent Perspective

February 2017

# Surfing Tides of Retail Change: Key Themes

Evolving Talent Trends Affecting Retail

Changing global scenario and competitive pressures are making retailers put a greater emphasis on managing talent

Retailers are now taking distinct approaches to adopt digital technologies in attracting, engaging and retaining talent

Increased Digitalization in Retail

Balanced, Dynamic Staffing Models

Retailers have started exploring dynamic and collaborative staffing models, which offer varied choices to employees, to leverage and cultivate more long-term employment relationships

The employer brand is now being effectively used by the retailers to distinguish themselves, promote their strengths and values, and highlight what makes them an employer of choice

Making Retail a Preferred Employer of Choice



This study draws its finding and analysis primarily from retail trends survey conducted by **Deloitte Globally in 2016** along with key insights from secondary data.

These trends were then **juxtaposed** with **retail trends** in **India** through **interactions with HR** leaders in India to validate the themes and arrive at the insights outlined in this paper.

# Key findings reveal Indian retailers are adopting new ways to cope with the market and talent uncertainties

## Evolving Talent Trends in Retail

Millennial focus and evolving **talent sources** for talent attraction and engagement



**Training and Skill Development**

- Gamification
- Simulations
- On-Demand trainings



**Focus on full Employee Experience Equation**



**Work-life integration**

## Increased Digitalization in Retail

<p>Empowering through Simplification</p>	<ul style="list-style-type: none"> <li>• Adoption of automated processes</li> <li>• Apps for enhanced store management</li> <li>• Use of smart systems to predict footfall</li> </ul>
<p>Training On-Demand</p>	<ul style="list-style-type: none"> <li>• Virtual classrooms</li> <li>• E-learning</li> </ul>
<p>Building People Analytics Capability</p>	<ul style="list-style-type: none"> <li>• Access to performance data</li> <li>• Workforce Analytics</li> </ul>

## Making Retail an Employment of Choice

Employee Value Proposition

Inviting employees to the innovation table

Talent Management Strategies to integrate employees into the workforce

## Evolution of Staffing Models

- Use of workforce management software
- Posting schedules in advance
- Deployment of right incentives
- Accounting employee preference for assigning work
- Opening grounds for apprentices and interns



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