



Transforming the retail experience through employee connection

Make a difference on these challenges with better communications

Omnichannel shopping thrives on seamless customer experience

Today's omnichannel shoppers are switching between platforms and relying on multiple sources to inform purchase decisions, with [40%¹ of global consumers seeking information in-store](#) before making the final purchase online. To provide irreproachable customer experiences across all touchpoints, shop floor teams need to easily access training, share best practices and effortlessly relay customer reactions to HQ.

Radical transparency demands stronger company cultures

[Today 63%² of consumers](#) are placing high importance on what a brand stands for. To strengthen credibility, retailers must encourage employees to become genuine brand advocates, living and breathing the brand identity. A strong internal culture of communication, recognition and reward will help build that authentic brand loyalty.

Workplace empowers retailers to connect everyone, talk to everyone and listen to everyone

Workplace is a mobile-first and easy to use communication tool that connects everyone in an organization, including employees with no email addresses, using familiar Facebook features like Chat, video calling, posts and Groups.

Sharing best practices everywhere

Videos and images on Workplace can transform the way employees learn and share – from posting in-store displays to uploading training clips to Groups. Efficiently training employees is crucial to provide a seamless customer experience online and in-store. Using Workplace [can increase efficiency in training and development by 18%³](#).

Enabling real-time feedback

Workplace provides employees across stores and HQ with an intuitive platform to quickly relay customer feedback through Groups and Chat. Companies can provide a better experience when they receive real-time feedback on issues while customers use multiple platforms to shop. Workplace can enable [employees to provide their peers with feedback 25%⁴ faster](#).

Strengthening employee affinity

Workplace provides a space for big brand announcements and celebrating employee successes through live-streaming and personalized News Feeds. When staff are in the know and feel more valued, they are happier and can become genuine brand advocates. [88%⁵ of Workplace users say they feel closer to their teams](#).

Workplace is inspiring retail teams around the world to connect and collaborate better



Strong working communities created between the people using Workplace

With 2.3 million associates worldwide, Walmart needed a place to support associates' growth, build connections and make work simpler. Sam's Club associates are sharing best practices by posting pictures of their in-store product displays. Leaders at Walmart use Workplace features like Live to connect directly with associates and share important news and updates, from company earnings to store visits. Workplace was quickly adopted throughout the company and helped develop strong working communities among those using the platform. Walmart also launched a chatbot for technology and HR requests that helped [reduce informational requests to the helpdesk by 60%](#).



Workplace helping a 6% reduction in staff turnover

Clarins, the cosmetics, skin care, make-up and fragrance brand, has about 2,000 employees in the UK. With 90% of their employees working remotely without access to a computer or a business email address, Clarins deployed Workplace to create two-way communication. With Workplace, the company was able to and connect people without sending printed mailers or having a series of conversations with various area managers. [Adoption among Clarins employees is high at 95% of staff and 94% weekly mobile active users](#), using the platform to post, like and comment as well as actively participate in company conversations. Workplace is breaking down silos and improving communication much more broadly than the company had anticipated. Clarins achieved a 6% reduction in employee turnover since deploying Workplace.



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¹ Nielsen, Connected Commerce, November 2018.

² Accenture Strategy, Global Consumer Pulse Research — 'From Me to We: The Rise of the Purpose-led Brand', December 2018

^{3, 4, 5} Forrester Consulting, Total Economic Impact™ of Workplace, July 2019