



UNLEASH THE
POTENTIAL OF
YOUR WORKFORCE

WorkJam for Merchandising

Direct Line of Communication between Merchandising and Frontline



Merchandisers and Vendors are essential to the retailer landscape, but they are siloed with few processes and tools that enable them to collaborate and work with the stores together effectively. Merchandisers often have little contact with frontline employees, while associates have no way to ask questions or get product knowledge.

So how do you get associates informed and excited about upcoming product launches and promotions? And what do you think it would mean to the business if more associates were engaged this way?

Without a simple way to effectively provide information, it's challenging to get associates enabled and confident about the products they're selling without all the information they need.

With ***WorkJam's Digital Workplace***, the merchandising experience changes completely. By building connections between corporate, merchandisers, vendors, managers, and frontline employees, WorkJam ensures that everybody is passionate about the products on the shelves. Communicating pertinent bite-sized and easily digestible product posts and micro-learning onto the shop floor enables your teams like never before. Giving associates product knowledge helps them be more engaged and delivers better product

sell-through as customers receive an exceptional experience every time.

Improve capacity planning across locations

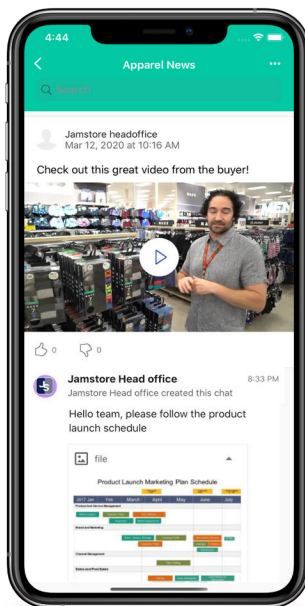
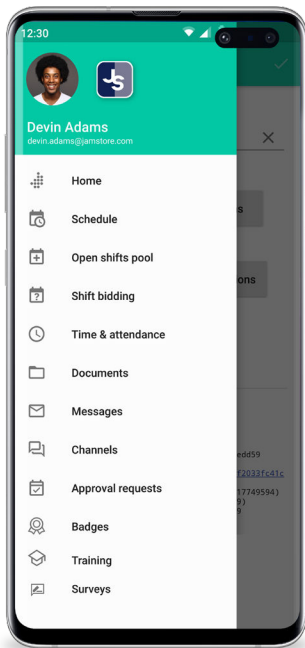
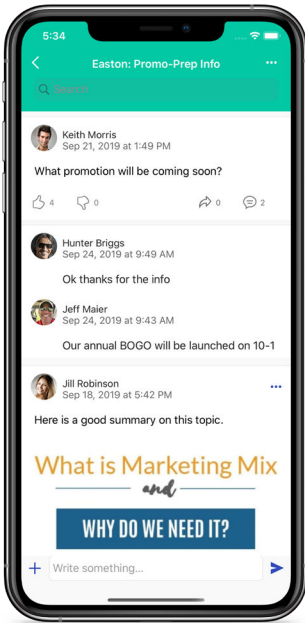
Be ready to pivot to meet changing market demands at any time. Often, there is a disconnect between merchandisers and retail operations, making it difficult to plan promotions and displays. Get everyone on the same page with regular updates through a targeted communication channel, ensuring the right people have the information they need to schedule employees, develop merchandising instructions, and offer new product training.

Fuel employees with confidence and pride

Empower employees to showcase their merchandising displays to other teams by sharing them through WorkJam. Friendly competition between locations can improve employee performance and engagement, resulting in a team of associates that is passionate about their jobs. Sharing their enthusiasm with customers helps employees to make their sales quotas and earn workplace rewards.

Connect merchandisers directly with associates

Provide associates forum to share qualitative customer feedback directly with merchandisers on custom communications channels. Surveying and messaging allow



merchandisers to get the insight and feedback they need. The two-way communication provides merchandisers with the ability to not only share new product details directly with associates, answering any questions they have in the process, but the public recognition through leaderboards can spur friendly competition. Exceptional performance can be remunerated with third party rewards.

Ensure compliance on all visual merchandising

Eliminate any use of paper and printer ink, provide associates with engaging videos and content on how to set up displays properly. Having to look at black-and-white photocopied sheets of paper to build a colorful merchandising display is difficult, results in inconsistencies across locations, and adds unnecessary costs. With WorkJam's training and communication tools, corporate can ensure all associates have watched the required videos. At the same time, managers can provide detailed instructions in the associates' channels and review them via visual confirmations like photos or videos. Consistency and compliance in merchandising results in higher sales at all locations.

Reduce time to execution and increase productivity

Expedite the process of providing instructions by removing manual steps. With WorkJam, corporate can send merchandising information to the store level and have the displays set up within hours, rather than days

or weeks. Secure communications channels provide associates with the opportunity to ask clarifying questions and share their displays with other store locations. Get even better execution from our next generation Task Management and Audit solution. See our Task Management datasheet and white papers for more details.

Develop product knowledge and increase store revenue

Offer product details that secure their decision to buy. With targeted messaging, corporate can share details, such as how the product was made, what materials were used, and what other complementary products exist. Such bite-sized information presented at the right time to a relevant target audience enables employees to learn without being inundated with information. Locations with product training and communication regularly outperform other locations, with up to 4% more sales.

Offer your vendors access to WorkJam

Get exponential benefits and perhaps cost relief when you offer vendors their own communications channel and training program on your WorkJam platform. Vendors have the same challenges as merchandisers, but it's even more difficult as they have no means to develop and grow frontline relationships. Supply them the tools and reap the rewards.

WorkJam is available as individual modules or as a complete Digital Workplace suite for frontline employees.

Schedule a demo of **WorkJam** today and see how we help you unleash the potential of your workforce

Request a Demo