



# Boosting Your Bottom Line **The Retail L&D Playbook**

Delivering Business  
Value Through Targeted  
Retail Training





# Introduction

In today's highly competitive retail industry, delivering exceptional customer experiences is essential for success. To achieve this, retailers must prioritize the development and training of their employees. Learning and Development (L&D) is no longer a luxury but a strategic investment that can directly impact a retailer's bottom line.

This guide offers actionable insights into how retail leaders can leverage learning technology to drive tangible business results. Schoox partnered with [Hobson & Company](#) (H&C), a leading ROI research firm, to identify key areas where learning technology can improve operations, enhance employee satisfaction and engagement, and boost profitability. It also includes real-world results, so you can get inspired by how other retail leaders have achieved measurable success.

You'll discover how learning technology can:

- Improve operational efficiency and reduce costs.
- Accelerate employee onboarding and reduce time-to-productivity.
- Enhance customer satisfaction and loyalty through exceptional service.
- Foster a high-performance culture that attracts and retains top talent.

To provide a more comprehensive understanding of the unique challenges and opportunities facing L&D in the retail industry, we've incorporated findings from the [Lighthouse Research & Advisory Frontline Development Trends Study](#) (Lighthouse). This research, conducted in partnership with Schoox, surveyed 737 employers and 1,050 frontline workers to uncover the critical

challenges and opportunities L&D is facing in today's retail industry.

By understanding the current state of L&D in the retail industry and key areas where L&D can have the most significant impact, L&D leaders can transform how the business views the role and importance of L&D. Let's explore effective L&D strategies to optimize your workforce and create unforgettable customer experiences!





## State of Frontline L&D

# Retail

The retail industry is experiencing a dynamic shift, driven by evolving customer expectations, rapid technological advancements, and a changing workforce landscape. As competition intensifies and customer demands become more sophisticated, the need for skilled frontline employees has never been more critical.

A new generation of retail workers is entering the workforce, bringing fresh perspectives and digital fluency. However, many retailers face a skills gap, with employees lacking the knowledge and abilities necessary to excel in today's fast-paced environment. This challenge is compounded by high turnover rates, making it difficult to build a consistent and knowledgeable workforce.

To address these challenges, retailers must invest

in robust L&D programs that focus on developing employees' skills and knowledge. By providing opportunities for growth and advancement, retailers can improve employee engagement, retention, and overall performance.

Furthermore, as the retail industry becomes increasingly data-driven, employees need to be equipped with the skills to analyze information and make informed decisions. Effective L&D programs can help bridge this gap and empower employees to contribute to the business's success.

In the following section, we will explore strategies for addressing these challenges and maximizing the impact of L&D initiatives in the retail sector.



# The Business Case for L&D

# Retail

Schoox worked with H&C to explore these challenges and learn how retail industry leaders are responding. H&C conducted independent research consisting of in-depth interviews with Schoox retail customers and found that Schoox addressed specific customer challenges to deliver a quick and compelling ROI. In fact, retail companies using Schoox typically achieve a **200-400%** ROI within three years.

Based on this research, we've identified eight benefits of learning technology that drive ROI:

1. Reduce time creating and managing courses
2. Reduce time on reporting and compliance tracking
3. Reduce time-to-productivity
4. Increase employee retention
5. Increase sales
6. Reduce insurance premiums and claims
7. Reduce waste, materials, and shrinkage costs
8. Reduce the total cost of learning technology investments

In the sections to follow, we explore these eight benefits further, providing real-world results, customer testimonials, and information on which features of learning technology have the most impact on each.



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# Reduce time creating and managing courses

Time is the number one challenge companies face when it comes to employee training. According to our recent survey of more than 700 companies, **53%** of employers cite “time constraints and conflicting work schedules” as the biggest barrier to employees learning new skills.

L&D leaders need LMS solutions that save time and improve productivity to focus on more strategic goals. Learning management systems that automate and simplify administrative work are proven to decrease the time L&D administrators spend creating and managing courses by **75%**.

[Friedman's Home Improvement](#) retail stores reduced the time its team spent creating compliance training by **90%**. The team also saved 70 hours per week on compliance reporting and administration.



## What learning tech matters

### Simple Course Creation

Drag-and-drop interface for efficient content assembly.

### Broad Content Support

Accommodates various learning materials, including videos, documents, and interactive elements.

### Automated Workflow

Streamlines training delivery and management with automated assignments and reminders.

### Comprehensive Skill Assessment

Measures knowledge acquisition through diverse assessment tools.

### Industry Compliance

Ensures adherence to standards like SCORM, AICC, xAPI, and more.

### Organizational Flexibility

Adapts to your company's structure and training needs.

# 2 Reduce time on reporting and compliance tracking



Our survey found that companies who heavily invest in employee training are more likely to carefully measure the results of their learning programs. As the saying goes, “What gets measured gets done.” By tracking specific outcomes, organizations can ensure their training programs are working well and helping the business succeed.

L&D leaders need quick insights to make fast business decisions. Learning management systems that automate reporting can help. These systems can cut the time L&D teams spend on reports and compliance tracking by 50 percent.

[KIOTI Tractor](#), a leading supplier of tractors in the U.S. and Canada, experienced a **100%** improvement in reporting and compliance training. “We hit a home run with Schoox,” said Dennis Falls, Field Service Supervisor. “The user experience is great, especially the mobile access,” continued Falls. “We have seen at least a **20%** return on our investment.”

## What learning tech matters

### Compliance Reporting

Tracks your progress and presents details and statistics about compliance training overall.

### Pre-built Reports

Deliver quick and easy insights into training data using hundreds of templates.

### Custom Reports

Allow you to create your own reports from a wide selection of data attributes.

### Scheduling

Automatically sends reports to the inbox of anyone who needs them.

### Business Impact Analysis

Visualizes the correlation between learning and any KPIs you track.

### Dashboards

Display important information at-a-glance and are dedicated and customizable.

# Reduce time-to-productivity

Don't underestimate the power of a strong onboarding program. Ninety percent of 1,050 surveyed US and Canadian workers agree it's crucial for job success. In fact, effective new employee onboarding can cut time-to-productivity by **20%** for retailers.

[Sport Clips](#) has achieved a **63%** faster onboarding time for new team members. With almost 2,000 stores across the United States and Canada, the sports-themed hair care franchise has also increased the productivity of its training administrators. Sport Clips has a **75%** faster training administration and increased the speed of its brand standards training from eight hours down to three hours.



## What learning tech matters

### Personalized Learning Workspaces

Offer tailored training, a course catalog, an event calendar, and development activities.

### Mobile Learning

Deliver training on-the-go through iOS and Android apps.

### Hands-on Learning

Combine on-the-job training, skill observation, and progress tracking with online courses.

### Collaborative Learning

Foster knowledge sharing and friendly competition through social features and gamification.

### Intelligent Training Assignments

Automatically assign courses based on employee roles, departments, and other criteria.

### Performance-Driven Learning

Align skills development with business goals and measure training effectiveness.



# 4

## Increase employee retention

When workers say that they love their company's training technology, they are **50%** more likely to be happy in their jobs and have no plans to quit. This is according to survey data from employees representing companies with 1,000 to more than 10,000 employees across multiple frontline industries. With the average cost per hire being nearly [\\$4,700](#), and reaching up to three to four times the position's salary, strong employee retention can save companies thousands of dollars per departing employee.

Employee-focused learning management systems can bridge the gap between training and talent development. L&D professionals can prioritize training that addresses immediate skill gaps while simultaneously showing employees clear career paths with opportunities for advancement. These systems can improve employee retention by up to **5%**.

[The Fresh Market](#), a leading specialty grocery retailer with 160 stores across the U.S., decreased voluntary turnover by **10%** due to employee participation in manager training paths.



### What learning tech matters

#### AI-Driven Skills

Validate employee skills through AI-powered connections between jobs, skills, courses, and exams.

#### Personalized Career Paths

Recommend career opportunities based on individual skills, interests, and organizational needs.

#### Coaching

Provide targeted development guidance based on employee strengths and weaknesses.

#### Goal Tracking

Set and measure strategic objectives, cascading goals throughout the organization.

#### Training Objectives

Clearly define the purpose of each learning activity through automated content tagging.

#### Learner Insights

Offer ongoing feedback on learner progress toward development goals to foster continuous improvement.



# Increase sales

Training is vital for employee retention and business growth. Yet, our 2024 survey found that only **24%** of workers feel they have the necessary training to succeed in their roles. While development is crucial for all employees, there's a significant gap with frontline workers.

Frontline employees are crucial yet often overlooked. While inconsistent messaging and poor customer service can harm sales, effective training boosts sales and customer satisfaction. By personalizing the learning experience for frontline teams in the flow of work, learning platforms can equip employees with the latest information in the moment of need, driving sales up by at least **10%**. For time-sensitive offers, improvements can reach **20%**.

[The Fresh Market](#) increased sales of new products by **20%** due to training improvements. More than ten thousand frontline workers access training on mobile devices. “Schoox’s mobile app is super easy to use, especially for all of our frontline employees,” according to Shay Dalton, Director of Learning & Leadership.



## What learning tech matters

### Mobile Learning

Provides access to training anytime, anywhere, through mobile devices.

### On-the-Job Training (OJT)

Enables real-time skill evaluation and coaching in the workplace.

### Blended Learning

Combines classroom, online, and on-the-job learning for a comprehensive approach.

### Microlearning

Delivers focused learning content in short, digestible bursts.

### Communications

Share information directly with employees through email or push notifications.

### Multilingual Support

Expands training accessibility to a global audience.

# Reduce insurance premiums and claims



Safety is the number one reason why companies, especially those in frontline industries, invest in training. In fact, **90%** of surveyed employers rate safety training as critically or very important. Now, consider that four in 10 frontline workers say they lack job clarity, with manufacturing employees facing the greatest challenge in accessing proper training. Inadequate training increases the risk of accidents, injuries, and costly lawsuits.

User-friendly learning management systems with robust compliance tracking help prevent these issues by ensuring employees are up to date on safety and regulatory requirements. Effective training programs can lower insurance costs by at least **1%**, especially in high-risk industries like manufacturing and construction.

[Friedman's Home Improvement](#) experienced fewer injuries and accidents due to consistent training. "At Friedman's, our mission is to deliver the human side of home improvement – that has to start with a well-trained workforce." – Barry Friedman, CEO.

## What learning tech matters

### Compliance Dashboards

Track training progress and performance with detailed analytics.

### Compliance Standards

Manage content aligned with industry standards like SCORM, AICC, and xAPI.

### Comprehensive Compliance Reporting

Monitors all aspects of compliance training to meet regulatory requirements.

### Targeted Communications

Send relevant information to employees via email or push notifications.

### Global Reach

Offer training in multiple languages for a diverse workforce.

### Ready-to-Use Content

Access pre-built compliance courses from trusted providers.



# Reduce waste, materials, and shrinkage costs



Our survey of over 1,000 U.S. and Canadian workers identified time constraints (**43%**) and limited opportunities to practice new skills (**34%**) as the primary challenges to skill development. Inconsistent training leads to increased food costs in restaurants, inventory losses in retail, and material waste in manufacturing. But how can organizations create more time and resources for employee development?

Efficiency is the hallmark of an effective learning management system. Learning solutions that optimize an organization's time and resources deliver personalized, easy-to-use training to all employees, from the front line to the corporate office. The business impact of learning on the bottom line can lower costs - reducing waste, conserving resources, and lowering shrinkage by an average of **10%**.

Casey's, a Fortune 500 company operating over 2,500 convenience stores, reduced fraudulent gift card purchases by **10%** by improving frontline worker training.

## What learning tech matters

### Learner Workspaces

Offer personalized learning paths with tailored training experiences based on roles and goals.

### Streamlined Onboarding

Automate new hire experiences with time-saving workflows and scalable communications.

### Training Objectives

Show the purpose of each learning activity with content automatically tagged by training objective.

### Blended Learning

Combine classroom, online, and on-the-job learning for a comprehensive training approach.

### Mobile Learning

Put training in reach with mobile apps for iOS and Android. Learners can start, stop, and resume training from any device.

### On-the-Job Training

Build skills wherever work happens with live training, observation checklists, and progress tracking.

# 8 Reduce the total cost of learning technology investments



The disconnect between employee needs and learning technology is a pressing issue. While many organizations have adopted learning platforms, two-thirds of workers find them merely adequate. This dissatisfaction is compounded by the overwhelming demand for mobile access, especially among frontline employees. A misalignment here can be costly, as employees who love their learning technology are three times more likely to feel valued and invested.

Modern learning platforms offer a comprehensive solution to these challenges. By unifying learning, communication, and collaboration, these platforms streamline operations and significantly reduce costs – with retail customers reporting as much as a **90%** reduction in the cost of their investments in learning technology.

According to the Training Manager at a [regional retailer](#), “Schoox is a very valuable and versatile tool that our executives want to use for areas outside of training. It is especially helpful in sending out company-wide communications instead of using email and tracking acknowledgments of receipts.”

The financial impact of these optimizations extends far beyond traditional metrics like reduced printing costs. Today’s L&D leaders have a unique opportunity to drive significant cost efficiencies by leveraging modern learning platforms.

## What learning tech matters

### Org Structure

Customize your learning platform to match your company’s unique structure.

### Content Management

Centralize employee-related content, including policies, procedures, training materials, and more, within a single platform.

### Centralized Communications

Share company news, foster group discussions, and facilitate private conversations in one place.

### Mobile Accessibility

Empowers employees to learn and share from a user-friendly app for seamless communication and collaboration.

### Integrations

Seamlessly connect your learning platform with other essential business tools for a streamlined workflow.

### Analytics & Reporting

Measure the ROI of your L&D investments with detailed data and insights.



Unlock the Power of L&D

# Don't Just Take Our Word for It.

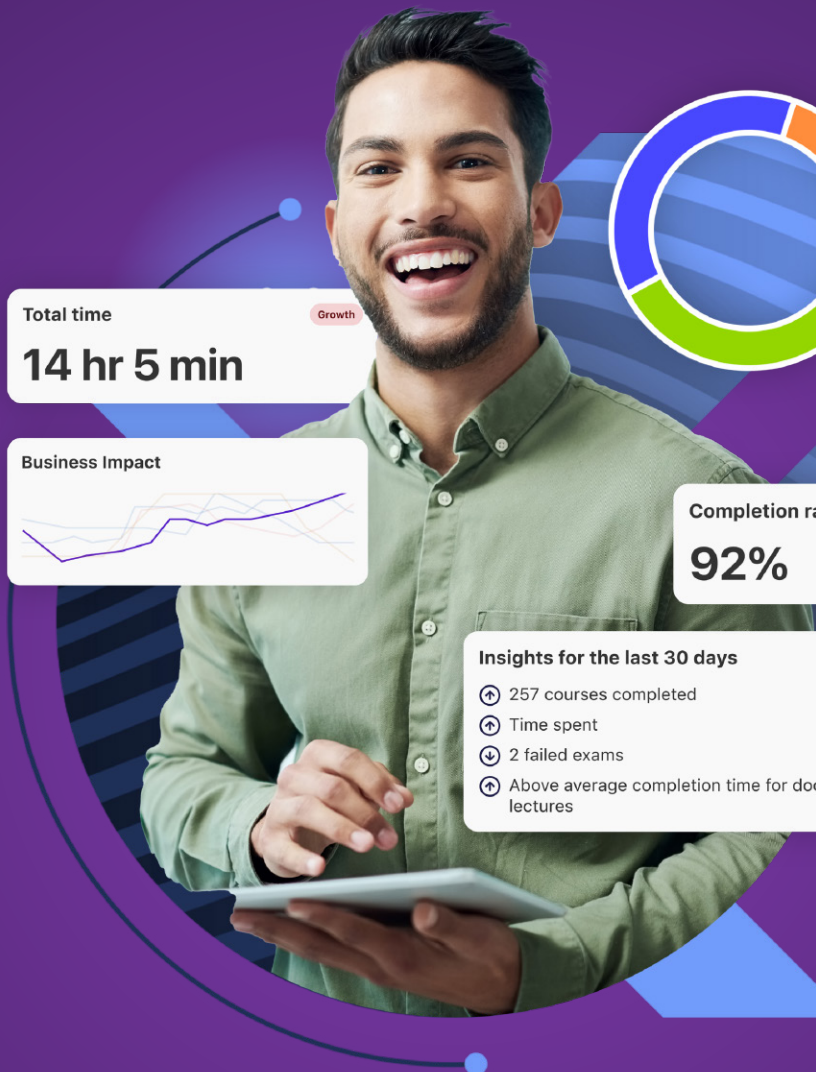
This guide has explored eight key areas where effective L&D programs deliver tangible results. We've shown how you can achieve significant improvements in areas like time-to-productivity, employee retention, and even sales. However, understanding the potential is only the first step. Now, it's time to see the impact for yourself.

## Calculate Your ROI

Head over to our free ROI calculator and discover the specific financial benefits L&D can bring to your organization. By leveraging the power of a modern learning platform like Schoox, you can transform your L&D function into a strategic engine driving real business impact.

Don't wait – take the first step towards revolutionizing your L&D today!

[Calculate your value](#)



## Companies Making an Impact

# Transforming L&D into a Competitive Advantage

The Schoox Impact Award celebrates organizations that have redefined the role of Learning and Development (L&D). These trailblazers have harnessed the power of technology and innovation to achieve extraordinary results, turning L&D into a strategic business driver.

Learn more about these visionary organizations and uncover the strategies that have propelled them to the forefront of L&D value creation.



*"Schoox's mobile app is super easy to use especially for all of our frontline employees."  
99% of the company's 10,500 frontline workers are active on Schoox.*

**Shay Dalton**

Director of Learning & Leadership

[View Impact Award →](#)

## Casey's

*"It is much easier to run reports with Schoox to see who has completed compliance courses. This saves at least 50% of our time which is a big win for us."*

**Heather Penningroth**

Blended Learning Manager

[View Impact Award →](#)





# Focus on learners first, and results follow.

Schoox is workplace learning software with a people-first twist. People aren't cogs, and Schoox was designed for how humans actually learn. We keep learners curious by letting you deliver more kinds of content wherever they are, from the front line to the corporate office. And by making learning easy, accessible, rewarding, and fun, we help you get everyone more excited about their career development. Learners can "up" their skills, grow on the job, and get more done—and you can measure the impact of their awesome accomplishments.

## Learning wherever work happens.

Trusted by 3,000 enterprises of all sizes – across all industries – in 135 countries and 32 languages.



Ready to take learning and  
development to the next level?

[Schedule a demo](#)

[Contact Us](#)