



Google Workspace

Redefining retail's frontline worker experience

Improve customer experience,
employee training, and productivity
with Google Workspace



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Executive summary

With recent and rapid technological innovation, consumer expectations continue to rise. The retail industry is more competitive than ever, and those who innovate lead. In brick-and-mortar stores, frontline workers can make or break the customer experience. And the training and communication tools provided are critical to their success.

Google Workspace gives retail teams the tools to communicate more efficiently, onboard and train customer-facing employees more effectively, and digitize workflows across apps, devices, back offices and warehouses, and the frontline.

Its integrated tools can also be used to automate manual processes such as inventory management and give employees instant access to product information right from the sales floor. And by providing a single, secure communication and collaboration platform for the entire team, you can help everyone stay informed – so they feel better connected to the company and more valued as employees.

Read this guide to learn more about how Google Workspace is helping retailers innovate and deliver high quality customer and employee experiences.



Elevate your customer experience

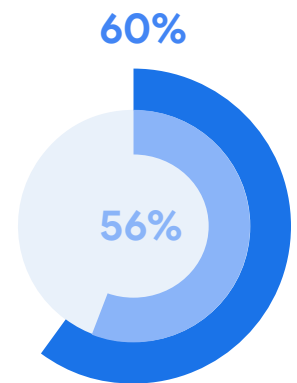
Equip your frontline workers with the right technology

Despite the rise in eCommerce, a lot of retail sales still happen in brick-and-mortar stores.¹ With advancements in technology and increasing consumer expectations, retailers are under mounting pressure to innovate. When it comes to in-person shopping experiences, frontline workers have a big impact on the customer experience. They not only influence purchase decisions and revenue, they embody and exemplify your brand.

Unfortunately, high employee turnover is an ongoing challenge. Retailers are finding it difficult to hire and retain talent, posing serious challenges to the customer experience. In 2022, 40% of retail workers wanted to leave their jobs² and 48% of retailers felt the impact of increased employee turnover.³

Such turnover is costly to retail businesses. The issue stems, in part, from persistent pain points in the employee experience. Employees want access to tools and information that make their jobs easier,⁴ better communication (with one another and from corporate), more efficient processes, greater opportunities for career growth, and a deeper feeling of connection to their employer organizations.

Sixty percent of frontline workers are unsatisfied with the technology provided by their employers, with 56% saying they have used their personal devices to do their job.⁵ To create a better employee and customer experience, many retailers are adopting cloud-based technology and tools.



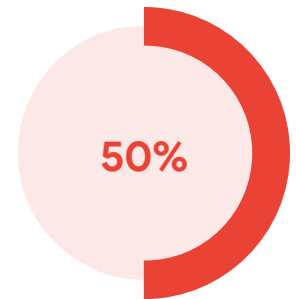
60% of retail frontline workers are unsatisfied with the technology provided by their employers.⁵

56% have used their own technology to perform their jobs.⁵

Google Workspace improves employee onboarding and training, task and inventory management, and communication, while also keeping your data and employees safe whether they're using a company-issued or personal device.

Google Workspace is used by companies of all sizes, and includes familiar apps such as **Gmail** and **Google Calendar**, as well as cloud storage with **Google Drive** and a secure communications and video conferencing platform with **Google Chat** and **Google Meet**. Google Workspace also integrates with Google Cloud Platform services such as **AppSheet** and **Data Cloud**, and has APIs with third-party systems such as SAP, Siebel, PeopleSoft, NetSuite, and Salesforce.

Over 8 million organizations rely on Google Workspace every day, and the platform provides secure communication and collaboration to over 3 billion users across the globe. Retailers such as Alfamart, LUSH, Wayfair, and Blank Label depend on the flexible, secure, cloud-based foundation of Google Workspace.



of frontline retail workers want their organizations to provide tools that make their jobs easier.⁴



Did you know?

You can use Google Workspace with your existing devices, apps, and services. Our open platform has the APIs you need to integrate and build custom solutions that meet your specific needs.

Optimize onboarding and training

Build the foundation for more impactful customer interactions

Many retail frontline employees don't receive the preparation and support they need to confidently do their jobs – including delivering great customer service. Fifty-three percent report not receiving regular training to develop their skills, while 49% feel their onboarding was inadequate.⁴

Investing in onboarding and training equips employees to better serve customers, answer questions, and be more productive. Providing a thorough onboarding process, as well as continued access to training and professional development opportunities, demonstrates the company's commitment to employees, helping them feel valued.

Google Workspace can help streamline and accelerate onboarding and training so your employees can quickly start engaging with customers and performing at their best. Chances are many team members already use Google Workspace apps in their personal lives, so they'll feel familiar and intuitive in their new work environment, minimizing the learning curve.



53%

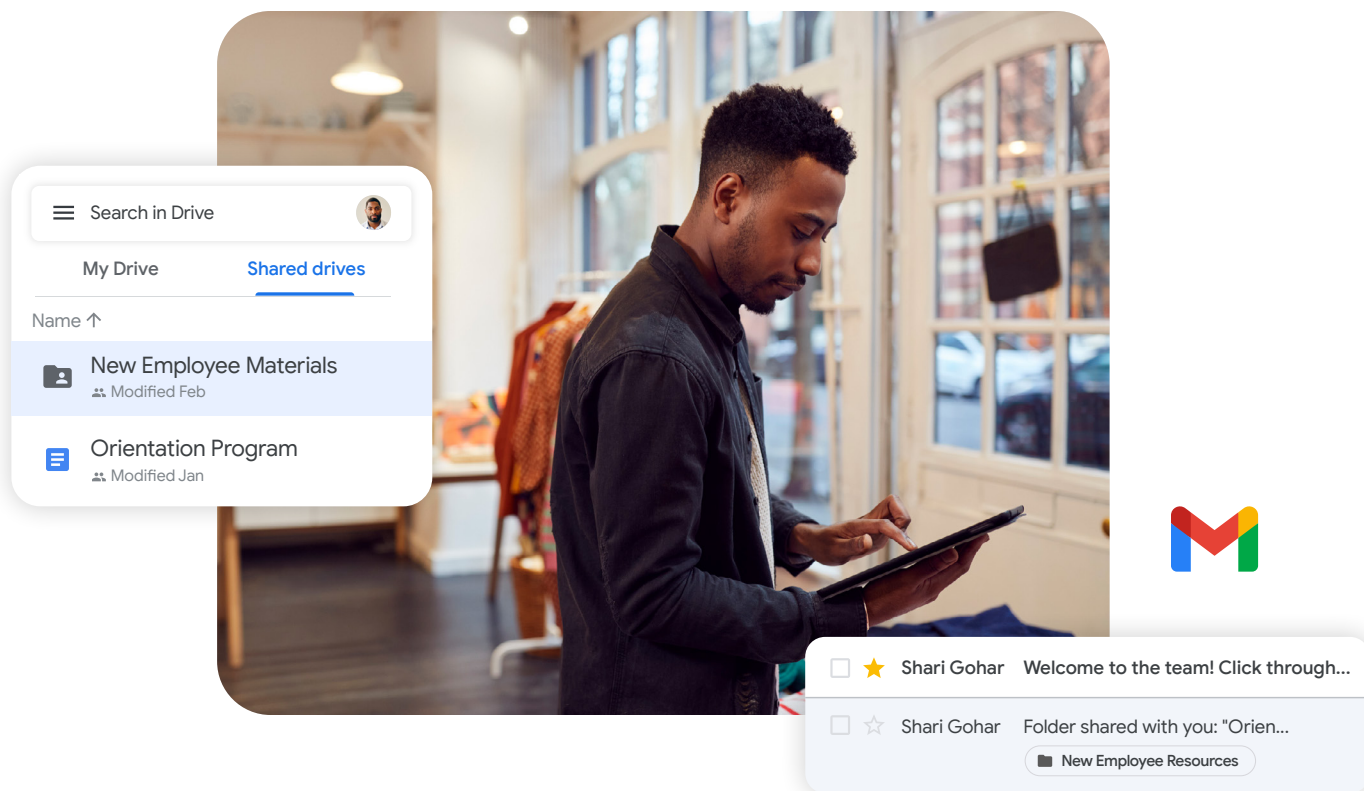
of retail frontline employees say they do not receive regular training to develop their skills.⁴

“We used to have a group of people sitting in a room for eight hours of training. Now we hold more frequent sessions that last an hour or less. These shorter meetings are far more productive, and people can put what they’ve learned into practice immediately.”


— **Andy Rayner**, Head of Apprenticeships, Travis Perkins PLC


Travis Perkins PLC is a leading distributor of building materials in the UK and Europe.


Travis Perkins 



With Google Workspace you can:

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Improve onboarding
New employees can quickly submit their personal information through **Google Forms**, sign new hire documentation with our **DocuSign** integration, and securely access **Gmail**, **Calendar**, **Drive**, **Meet**, and other apps to securely view onboarding materials and scheduling information on any device.
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Support career growth with resources for training and upskilling
Employees can stay up-to-date on operational best practices, complete training activities, and develop new skills using **Google Sites**, **Google Classroom**, and **YouTube**.
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Keep company data and employees safe
Control access to apps and data by easily adding and removing employees. Further protect users and data with built-in safety features including **AI-powered threat detection** and **zero trust security**.

Streamline task and inventory management

Enable your team members to focus on customers

Retail team members should spend most of their time serving customers. However, many are bogged down by inefficient processes that pull them away from the sales floor and prevent them from performing their other duties. In fact, nearly one-third of retail frontline workers say inefficient task management interferes with their ability to do their jobs.⁶ And that doesn't account for the obstacles, delays, and customer service issues that result when team members can't answer customer questions about products or inventory.

Google Workspace delivers collaborative tools to help your frontline teams digitize manual tasks, optimize workflows, and increase productivity, so they can devote more time, energy, and attention to customers.



30%

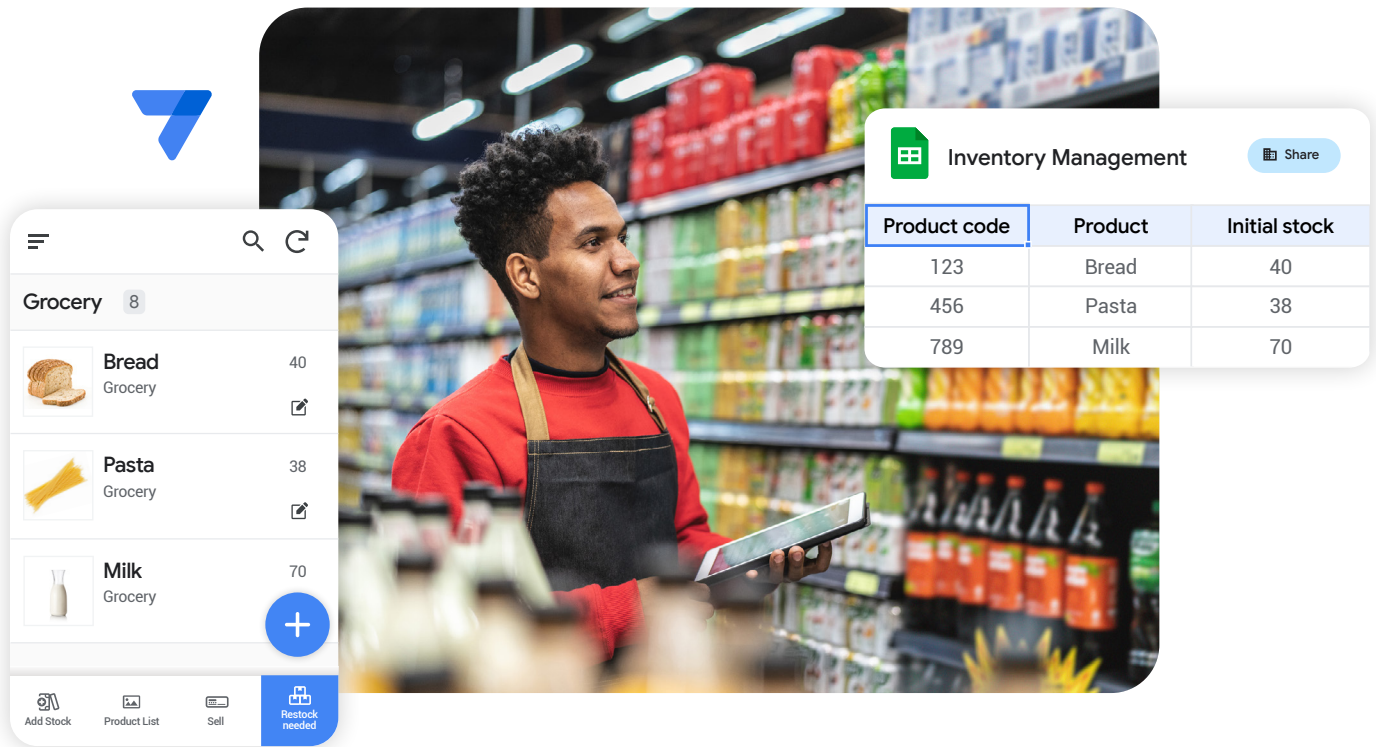
of retail frontline workers say inefficient task management interferes with their ability to do their jobs.⁶

“Inside the warehouse, employees are always moving around so it’s important to have a mobile app to assist them, whether in stocktaking or order fulfillment. With AppSheet, we’ve been able to build about 5 to 10 apps in just a couple of months.”





— **Siddardha Garimella**, Senior Engineering Manager, Supr Daily

Supr Daily is a next-day grocery delivery service based in India.





With Google Workspace you can:

-  **Provide instant access to information**
 Give employees access to product information using **QR codes and barcodes**. They simply scan a code with their mobile device, and the app calls up everything they need to know to educate customers and answer questions on the spot.
-  **Check stock and manage inventory**
 Use **AppSheet**, a no-code app-building platform, to create an inventory management app that connects to **Sheets**, your ERP system, or both, and houses your SKU line items and inventory information.
-  **Automate alerts for low inventory**
 Set custom threshold rules that trigger email notifications to inform employees when stock is low, eliminating the need for team members to manually check those items for re-order.
-  **Streamline training**
 To replace manual processes, such as paper-based checklists on clipboards or in binders, you can easily create custom apps with no coding required using **AppSheet**.

Improve communication

Create more informed, connected team members

Efficient employee communication drives meaningful customer experiences. When team members can easily access current and accurate information, they can engage more thoughtfully with customers. And when team members feel empowered and in-the-know, they tend to feel more connected to their coworkers and organizations – a win for everyone.

Despite the importance of good workplace communication, many retail frontline employees are unsatisfied with the quality of communication they receive. Eighty-seven percent of retail frontline workers don't feel connected to their coworkers, leaders, or their work.⁷

Google Workspace allows your frontline employees to securely connect, communicate, and collaborate with each other, their managers, and your organization to support more informed, engaged customer service. And providing a single communication and collaboration platform for all employees – from the back office to the frontline – helps all employees feel more connected to company goals.



87%

of retail frontline workers don't feel connected to their coworkers, leaders, or their work.⁷

“It's important for us to help all team members feel they're a part of Custom Ink, even if they're in a store far from one of our offices. We want everyone to feel they can reach out to others and get a quick response. That keeps people engaged and productive. Google Workspace... will continue to be a big part of maintaining that open feeling in the future.”


— **Andrew Debnar**, Office Technology Manager, Custom Ink


Custom Ink is a custom apparel retailer with 40 stores across the US.






With Google Workspace you can:

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Secure employee communications
 Giving employees a digital identity with **Gmail**, **Chat**, and **Meet** ensures that all employees, including frontline workers, always receive important communications, announcements, and emails on any device. For video meetings, **Meet** fosters a more human connection with features that enable every team member to participate, regardless of location, language preference, or visual capabilities.
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Collaborate easily on shared files
 Documents and materials can be securely stored in the cloud using **Drive**, with **Data Loss Prevention (DLP)** policies available that allow you to control the content that users can share outside your organization. Team members can keep each other in the loop with shared task checklists and shift notes in **Google Docs** that can be asynchronously reviewed, edited, and updated using any device. And AI features like **smart canvas**, **smart chips**, and **auto-generated summaries** make it even easier for everyone to keep track of the most important details.
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Foster community and streamline communication
 Managers can create **spaces inside Chat** for smaller group conversations dedicated to each store, providing a centralized location for communication, file sharing, daily announcements, and other information team members need.

Everything your workforce needs, all in one place

Enable your team members to safely connect, create, and collaborate with the best experience across devices, apps, and cloud services – all made better by Google AI.

Google Workspace includes the following apps:



Gmail
Network-encrypted, cloud-based email



Google Chat
A platform for 1:1 and group direct messaging



Google Meet
Enterprise-grade, secure video conferencing



Google Drive
Secure storage and access for shared files



Google Calendar
Centralized scheduling for every kind of appointment



Google Docs, Sheets, and Slides
Collaborative documents, spreadsheets, and presentations



Google Forms
Custom forms, surveys, and questionnaires



Google Sites
High-quality websites for teams, projects, and events



AppSheet
A no-code platform for building custom mobile and web apps



Google Classroom
An all-in-one place for educating and learning

“Retail today is incredibly challenging – you need to move fast. When it comes to technology, we are always embracing change and getting better at what we do. Google Workspace helps our employees work faster and smarter to sharpen our competitive edge.”

— Rickard Söderberg, Global Digital Workplace Manager, GANT

GANT is a Swedish clothing retailer with over 500 stores around the world.

GANT

Get started

The retail customer experience is always evolving, and we're ready to help you unlock more efficient and engaging work experiences for team members while also prioritizing business outcomes. Your customers stand to gain when you give frontline workers modern technology that improves their productivity and keeps them connected to their coworkers and the company.

To learn more about how Google Workspace can benefit your team or organization, [contact sales](#) or [sign up for a free trial](#) today.



Top retailers across the globe depend on Google Workspace.



¹ "Quarterly Retail E-Commerce Sales 4th Quarter 2022." U.S. Department of Commerce. February 17, 2023.

² "The Deskless Report 2022-2023." Nudge.

³ "Getting Started: Optimizing the Employee Onboarding Journey." IDC. 2022.

⁴ "2022 Frontline Employee Experience Survey." Yoobic.

⁵ "The State of Technology for the Deskless Workforce." Emergence. 2020.

⁶ "How a Digital Workspace Solves Retailers' Biggest Challenges." Yoobic. 2/22/22.

⁷ "Omni-Connected Retail Workforces—A New Dynamic." Accenture. September 2022.