

Retail Infographic



The Case for Modern Learning in Retail

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Total retail sales in the US hit **\$4.846 trillion** in 2016.¹



Ecommerce sales in the US grew more than **15%** in 2016, reaching more than **\$341 billion**.²



36% of consumers say that social networks provide their main inspiration for purchases.³



only **1%** of well-established retailers strongly agree that they encourage employees to experiment with new technologies.⁴

Well-established retailers are

11%

less likely to believe they have the right people in their organization to address evolving customer and talent demands.⁵

24%

less likely to invest in employee learning than Internet-age retailers.⁶

68%

of consumers say it's absolutely critical or very important to interact with a salesperson who understands their preferences or needs.⁷

78%

of consumers rate "sales associates with a deep knowledge of the product range" as the most important factor for the in-store shopping experience.⁸

44%

consumers typically know more about a product than a store associate.⁹



13

million people work in retail in the US.¹⁰

35%

The retail industry suffers from a turnover rate of **35%**.¹¹



7%

of Millennials perceive work in retail as engaging.¹²



60%

Customer experience leaders have **60%** more engaged employees.¹³



80%

Organizations that have over 50% employee engagement retain over **90%** of their customers.¹⁴



147%

Companies with highly engaged employees outperform their competitors' earnings by **147%**.¹⁵



Retailers that cross-train their sales leaders regularly generate **10-15%** higher revenue and as much as **20%** higher engagement scores.¹⁶



Companies with a strong learning culture have **30%-50%** higher engagement and retention.¹⁷

¹ <http://www.retaildive.com/news/retail-sales-forecast-2016-2017/241446/>
² <http://www.e-commerce.com/news/ecommerce-sales-forecast-2016-2017/>
³ <http://www.pewresearch.org/social-media/2015/02/05/social-media-and-shopping/>
⁴ <http://www.d2l.com/retail/learning-in-retail/>
⁵ <http://www.d2l.com/retail/learning-in-retail/>
⁶ <http://www.d2l.com/retail/learning-in-retail/>
⁷ <http://www.d2l.com/retail/learning-in-retail/>
⁸ <http://www.d2l.com/retail/learning-in-retail/>
⁹ <http://www.d2l.com/retail/learning-in-retail/>
¹⁰ <http://www.d2l.com/retail/learning-in-retail/>
¹¹ <http://www.d2l.com/retail/learning-in-retail/>
¹² <http://www.d2l.com/retail/learning-in-retail/>
¹³ <http://www.d2l.com/retail/learning-in-retail/>
¹⁴ <http://www.d2l.com/retail/learning-in-retail/>
¹⁵ <http://www.d2l.com/retail/learning-in-retail/>
¹⁶ <http://www.d2l.com/retail/learning-in-retail/>
¹⁷ <http://www.d2l.com/retail/learning-in-retail/>

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² <http://www.e-commerce.com/news/ecommerce-sales-forecast-2016-2017/>
³ <http://www.pewresearch.org/social-media/2015/02/05/social-media-and-shopping/>
⁴ <http://www.d2l.com/retail/learning-in-retail/>
⁵ <http://www.d2l.com/retail/learning-in-retail/>
⁶ <http://www.d2l.com/retail/learning-in-retail/>
⁷ <http://www.d2l.com/retail/learning-in-retail/>
⁸ <http://www.d2l.com/retail/learning-in-retail/>
⁹ <http://www.d2l.com/retail/learning-in-retail/>
¹⁰ <http://www.d2l.com/retail/learning-in-retail/>
¹¹ <http://www.d2l.com/retail/learning-in-retail/>
¹² <http://www.d2l.com/retail/learning-in-retail/>
¹³ <http://www.d2l.com/retail/learning-in-retail/>
¹⁴ <http://www.d2l.com/retail/learning-in-retail/>
¹⁵ <http://www.d2l.com/retail/learning-in-retail/>
¹⁶ <http://www.d2l.com/retail/learning-in-retail/>
¹⁷ <http://www.d2l.com/retail/learning-in-retail/>