



GLORY

HOW CX AUTOMATION WILL HELP RETAILERS MANAGE LABOUR SHORTAGES

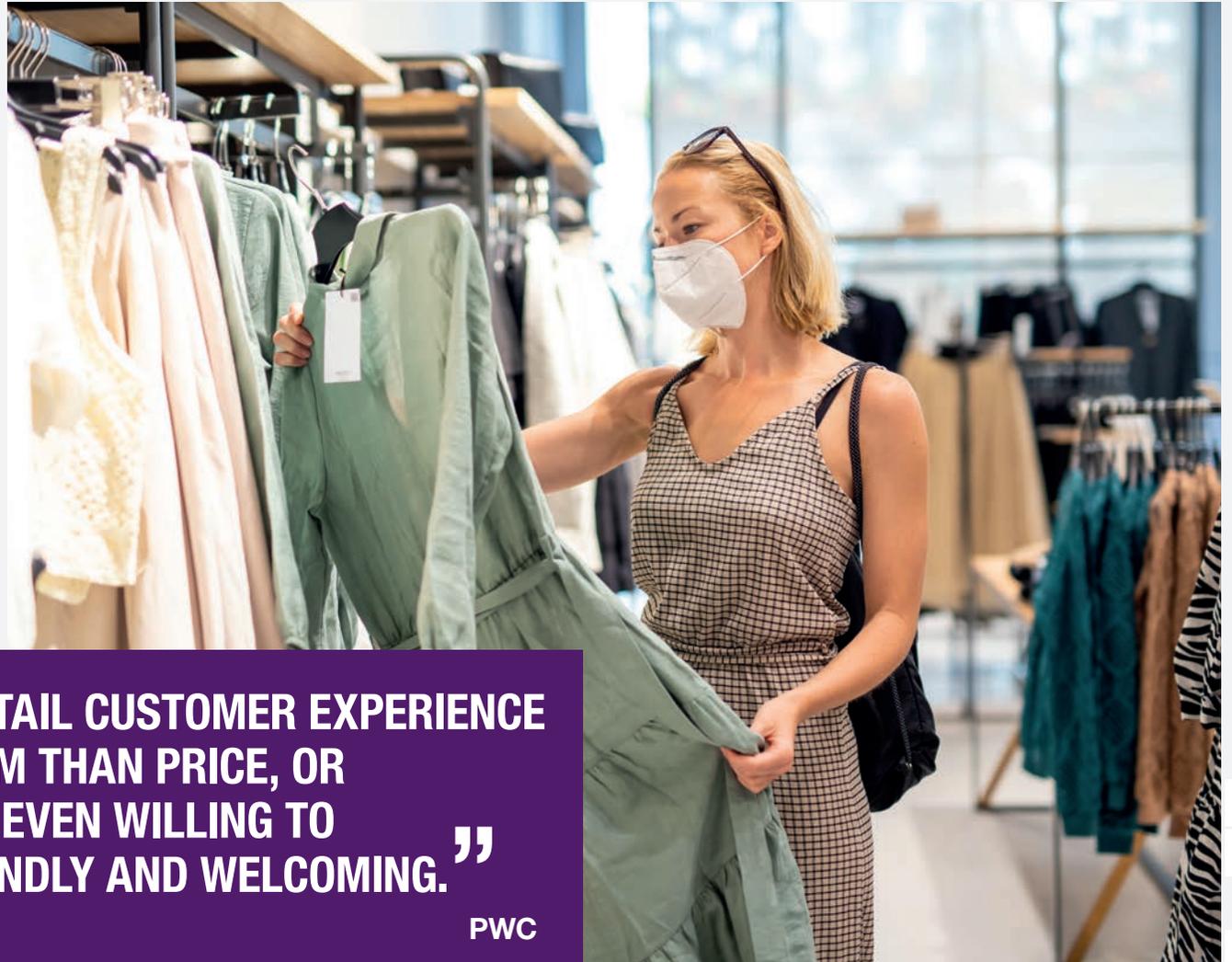
INTRODUCTION

Terms such as the 'new normal' have become common in the post-covid era and although some things have slowly restored to pre-pandemic norms, the job market has not.

The dominance of online, coinciding with the great resignation and uptake of the flexible, gig economy led by Millennial and Gen Z workers, has had a negative knock-on effect on experience-based retailers, presenting one of their biggest challenges to date.

For these reasons, retail automation technologies are no longer simply trend-setting differentiators, but essentials to effective retail.

Your retail business' customer experience, sales and operational efficiency can be boosted by a customer experience automation strategy.



“73% OF SHOPPERS SAID RETAIL CUSTOMER EXPERIENCE IS MORE IMPORTANT TO THEM THAN PRICE, OR QUALITY... OVER 40% WERE EVEN WILLING TO PAY MORE FOR IT TO BE FRIENDLY AND WELCOMING.”

PWC

A CUSTOMER EXPERIENCE AUTOMATION STRATEGY

The customer experience covers every interaction a consumer has with your business. Every touch point is an opportunity to delight... or disappoint.

And when it comes to what constitutes a great experience, it's always the customer who decides. According to Zendesk, "69% of consumers say they judge the quality of a customer experience (CX) based on whether they receive a 'quick resolution' to their inquiries or requests for assistance."

Need for speed

Strategically inserting automation into your CX strategy speeds up manual processes, so your staff can focus on the people orientated issues. At Glory, we call this Customer Experience Automation (CXA).

CXA is any technology that assists customers with a common task, sometimes complementing or replacing the involvement of humans, to improve customer interactions.

Each individual customer has a unique set of expectations, and they change continuously. By including tried and tested CXA solutions for common tasks, your staff can focus on what's most important, the customer.



**“ CUSTOMER EXPERIENCE IS THE
DRIVING FACTOR BEHIND CUSTOMER
LOYALTY, MORE THAN
BRAND AND PRICE COMBINED. ”**

Gartner

THE STAFF EFFICIENCY BENEFITS OF CXA

When used strategically, automation is a tool to support your staff, which can reduce their stress while also making them more productive.

Customer expectations are high when it comes to the experience you deliver. It is important to note that unhappy employees do not usually provide a great customer experience which negatively affects both your business perception and your profitability.

Time consuming, repetitive manual tasks, while essential, do not have to be placed solely on the employee. Placing this burden on automation can alleviate stress and increases productivity.

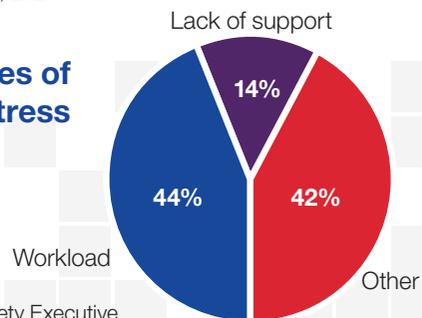
What would influence them to leave their job?

• Employed Gen Z and Millennials

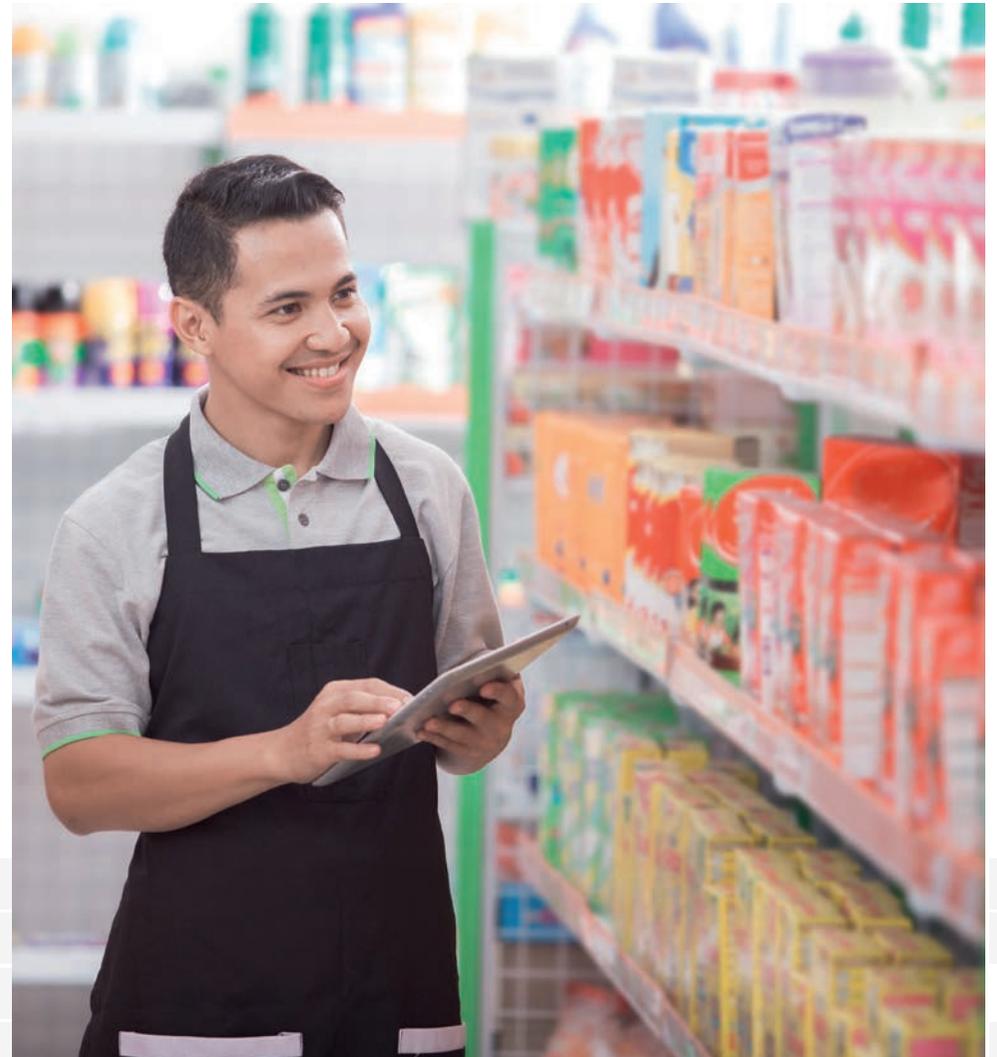


Source: YPulse Survey Data | August 26th 2020 – August 17th, 2021

Most common causes of workplace stress



Source: UK Health & Safety Executive



HOW AUTOMATION PROVIDES CONVENIENCE

Automating processes is essential for a positive customer experience in today's fast-paced retail environment.

As well as catering to the modern customer's increased demand for convenience, automation assists productivity, can help reduce costs and delivers consistency. Moreover, it releases staff time for the more 'human' elements of customer experience.

How can they work together to enhance CX?

What can be automated?

- Sequential manual tasks
- Routine business-critical duties
- Computational tasks

What cannot be automated?

- Unpredictable manual tasks
- Social skills
- Critical thought
- Creative roles

“ ACCORDING TO (70%) OF CUSTOMERS, AN EXCELLENT CUSTOMER EXPERIENCE SHOULD BE FAST, CONVENIENT, HELPFUL, AND MUST DO ALL OF THAT IN A FRIENDLY MANNER. ”

Adobe



“ WHEN SHOPPING ONLINE, CONVENIENCE IS MORE IMPORTANT AT THE BEGINNING OF THE JOURNEY (38%), BUT IN-STORE IT IS MORE IMPORTANT AT THE POINT OF CHECKOUT (40%). ”

National Retail Federation

TO AUTOMATE OR NOT TO AUTOMATE?...THAT IS THE QUESTION

There is no denying that implementing any new technology is an investment, but what is equally undeniable is the speed and efficiency it adds to repetitive, time-consuming tasks. For retailers maintaining day-to-day operations with a limited number of staff, the benefits delivered by automation are invaluable.

How Glory's cash automation has proven invaluable to retailers around the world

While many customers opt to pay via card and contactless, retailers who do not want to alienate customers, ensure automated cash payment options such as self checkouts (SCO) are readily available. In addition of the need to serve cash paying customers, the customer experience enhancing need for convenience means they are sometimes choosing to be more independent and self-serve through SCO and kiosks.

In addition to this, Glory's cash automation has been proven to improve cost-saving, increase transaction speed, staff productivity and the overall store customer experience.

“THE HARDEST THING NOWADAYS IS RETAINING CUSTOMERS, BUT WE’VE BEEN REALLY SUCCESSFUL. IT’S BECAUSE OF THE CONVENIENCE... CONVENIENCE AND SPEED.”

Jau Serve Supermarkets, Brazil

DID YOU KNOW?

INSTALLED IN MAJOR RETAIL CHAINS IN 20+ COUNTRIES, GLORY IS A MARKET LEADER OF RETAIL CASH RECYCLERS!



THE LABOUR BENEFITS OF POS AUTOMATION

Manual cash handling is slow, laborious and error-prone and even more so with a depleted workforce, as staff are stretched thin.

However, Glory's cash automation releases retailers of some crucial yet automatable everyday tasks. Whether it is through our self-checkout (SCO) or kiosk solutions, we help increase speed, security and staff efficiency by decreasing human dependency.



How does CXA benefit retailers with labour shortages?

1. Till Training – For retailers who take advantage of Glory's CASHINFINITY™ SCO solutions, shrinkage, change offering and counterfeit verification are essentially obsolete at the point of sale. This then allows businesses to allocate their staff to revenue generating tasks such as offering a more personalised customer service that automation cannot provide.

2. Queue Busting – Self-service kiosks are a genuine way to increase your customer throughput by providing an alternative payment choice essential for the customer of today. By decreasing the dependence of assisted checkout, retailers who utilise Glory's solutions can make better use of their staff to perform other business essential tasks.

3. Closed Loop Automation – By transforming your POS cash handling process with cash automation, you are securing your cash once it enters, but your cashflow continues its journey through to your back-office and beyond. Your staff are therefore still responsible for the processing of cash and rectification of discrepancies after that, which are further error-prone laborious sequences. This can be simplified by removing human interference and utilising Glory's back-office automation solutions.

DON'T JUST TAKE OUR **WORD** FOR IT...

“ REDUCING TIME AND COST FOR DAILY CASH REPLENISHMENT AND COLLECTION, CASHIERS WERE RE-BRANDED TO CUSTOMER SERVICE OFFICERS. ”

Ong Wai Tick – Outlet Manager, Sheng Siong

“ THE GLORY SOLUTION IS CLEANER, FASTER AND MAKES THE STAFF MORE COMFORTABLE. ”

Phillippe Rispoli – Owner and chef,
PB Boulangerie Bistro



“ NOW CUSTOMER WAITING TIME HAS REDUCED BY 50% ”

Owner – Grupo Las Palomas

THE LABOUR BENEFITS OF BACK-OFFICE AUTOMATION

Back-office cash processes require know-how, reliability and most importantly trust. While Glory's POS automation removes staff reliance at the beginning of your cash cycle, the only way to truly alleviate staff of the responsibility is by creating a "closed loop" solution that is effective even with minimal staff.

Adding Glory's back-office solutions to your resource, automates virtually every part of the cash management process, which means the staff you have available can be re-deployed to customer facing roles and other business critical tasks. Running your business with minimal staffing is sustainable, as long the right resources are in place to assist them.



How does CXA benefit retailers with labour shortages?

1. Fatigue – A lack of resources naturally leads to more responsibilities for your available staff and less time to do them, such as end-of-day cash reconciliation. This means greater mental and physical energy is exhausted leading to fatigue. By utilising Glory's back-office automation you guarantee a quick, efficient and accurate cash reconciliation process.

2. Risk Prevention – Utilising Glory's back-office solutions in conjunction with POS automation, secures your in-store cash and results in end-to-end traceability. This means less time is spent by your staff on rectifying cash discrepancies and allows them to focus on providing an advantageous customer experience.

3. Fast Financial Reporting – The end-to-end traceability of your cash is merely the first step in taking advantage of Glory back-office automation. This opens the door to the use of software which alleviates your staff of the additional work hours required for float management, shift changes, reconciliation and reporting, thanks to the continuous outlook of Glory's UBIQULAR™.

DON'T JUST TAKE OUR **WORD** FOR IT...

“ THE NEW CASH RECONCILIATION PROCESS TAKES ONLY A FEW MINUTES. WE ARE PLEASED WITH THE POSITIVE TAKEAWAYS FROM THE IMPLEMENTATION. HAPPY STAFF AND SATISFIED CUSTOMERS ENABLE US TO ACHIEVE A HIGHER BRAND LOYALTY INDEX.”

Jeffrey Liew – Executive Director (Food Retail)

“ SINCE WE HAVE IMPLEMENTED GLORY, AT THE END OF A GIVEN WEEK WE ARE SAVING UP TO 7-10 HOURS (PER DAY IN MANUAL CASH PROCESSES).”

**Peter Mutino – GM of Retail Operations, Eataly's
New York Trade Center**

“ BEFORE IMPLEMENTATION OF THE CI-100 SOLUTION ANY CASH DISCREPANCIES MEANT CASHIERS HAD TO FIND THE ERRORS AND THIS RESULTED IN WASTED TIME.”

Tham Yuet Meng – HoD, Customer Experience



CONTINUOUS OUTLOOK

A great customer experience is also a consistent experience. Reliability is key to the continuous day-to-day operations, but insight is how you stay ahead of competition and create informed business decisions.

Glory clients can take advantage of UBIQULAR, a suite of cloud-based software solutions, connecting all your Glory devices to drive efficiency and improve business intelligence in your stores.



How can this enhance my business?

1. Enhanced Capability

– One capability of the UBIQULAR suite is the ability to use your connected cash devices to transform hard-to-see data into meaningful and actionable insights within your stores. This helps identify performance outliers and guide operational improvements to stand out from competition.

2. Enhanced Overview

– Another capability of the UBIQULAR suite is the anticipation of any forthcoming device health issues, along with how and when to resolve them.

This is critical in avoiding disruptive and inconvenient device down-time which can impact customer experience and in-store profit.

The world is changing, and Glory is continuously working on ways to ease the burdens of retailers globally, through our tailored customer experience automation solutions.

Want to discuss a tailored and proven method to assist your business' labour shortage issues?

Let's start the conversation.

www.glory-global.com

Glory, Infinity View, 1 Hazelwood, Lime Tree Way, Chineham, Basingstoke, Hampshire RG24 8WZ, UK

+44 (0)1256 368000 Sales enquiries +44 (0)844 811 2006  info@uk.glory-global.com  glory-global.com

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