

Retail Infographic



The Case for Modern Learning in Retail

D2L
DESIGNLUMINA

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 **\$241 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 90% 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 **36%-50%** higher
engagement and retention.¹⁷

¹ <http://www.retailwire.com/news/2017/01/retail-sales-growth-2016/>
² <http://www.e-commerce.com/news/2017/01/ecommerce-sales-growth-2016/>
³ <http://www.pewresearch.org/social-media/2016/08/04/social-media-and-shopping/>
⁴ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
⁵ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
⁶ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
⁷ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
⁸ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
⁹ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
¹⁰ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
¹¹ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
¹² <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
¹³ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
¹⁴ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
¹⁵ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
¹⁶ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
¹⁷ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>

¹ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
² <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
³ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
⁴ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
⁵ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
⁶ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
⁷ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
⁸ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
⁹ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
¹⁰ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
¹¹ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
¹² <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
¹³ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
¹⁴ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
¹⁵ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
¹⁶ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>
¹⁷ <http://www.d2l.com/insights/2016/09/01/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/>