

# 3 key priorities for retail in 2024



UKG's recent Retail Industry Outlook 2024 survey shows that economic pressures and talent gaps have created a multi-dimensional crisis in retail, driving the sector to adopt people operations technology to navigate the challenging landscape.

Here are our **top three** priorities for retailers in 2024.

1

## Unprecedented employee choice

Never before have workers had so much choice, and they're voting with their feet..

68%

say labour shortages are negatively impacting customer service

31%

say at least once every week, a store employee quits



### Recommendation



Offer employees greater flexibility and more consistent shifts. 4 out of 10 workers want these, but only a minority of retailers offer flexible scheduling, paid time off, predictable work schedules and opportunities to work in multiple stores or locations.

2

## Difficulties with workforce planning

Retailers are lurching from staffing challenge to staffing challenge.

58%

struggle to align staffing with fluctuating customer demand

26%

say labour scheduling and absence management is a crucial difficulty

### Recommendation



Leverage strategic workforce planning and AI-based forecasting tools to build accurate schedules. Allow employees to take control over their schedules to reduce last minute shift-swap, absence and time off changes.

3

## AI adoption growing, but not there yet

Between 2023 and 2028, AI adoption in retail is expected to grow four-fold, but many retailers risk being left behind.

90%

are not yet using AI solutions for workforce planning

88%

are not yet using AI solutions for scheduling

And...

60%

struggle to give frontline employees predictable schedules

### Recommendation



Leverage AI to streamline and accelerate workforce tasks, and analyse performance to help guide and implement improvements. Take advantage of innovative tools such as UKG AI, which also offers generative AI for problem solving and provision of expertise.

## Act now!

Visit [here](#) to find out how UKG People Operations solutions can help you tackle these three priorities and more.

Read the full survey report [here](#).