

# Retail Infographic



## The Case for Modern Learning in Retail

**D2L**  
DESIGN2LEARN

Total retail sales in the US hit  
**\$4.846 trillion** in 2016.<sup>1</sup>



Ecommerce sales in the US grew  
more than **15%** in 2016, reaching  
more than **\$241 billion**.<sup>2</sup>



**36%** of consumers say that social networks  
provide their main inspiration for purchases.<sup>3</sup>



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

### Well-established retailers are

**11%**

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

**24%**

less likely to invest in employee learning  
than Internet-age retailers.<sup>6</sup>

**68%**

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

**78%**

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

**44%**

consumers typically know  
more about a product than a  
store associate.<sup>9</sup>



**13**

million people work in retail in the US.<sup>10</sup>

**35%**

The retail industry  
suffers from a  
turnover  
rate of 35%.<sup>11</sup>



**7%**

of Millennials  
perceive  
work in retail as  
engaging.<sup>12</sup>



**60%**

Customer experience  
leaders have  
**60%** more  
engaged employees.<sup>13</sup>



**80%**

Organizations that have  
over 50% employee  
engagement retain  
over 90% of their  
customers.<sup>14</sup>



**147%**

Companies with highly  
engaged employees  
outperform their  
competitors' earnings  
by 147%.<sup>15</sup>



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



Companies with a strong learning  
culture have 36%-50% higher  
engagement and retention.<sup>17</sup>

<sup>1</sup> https://www.retailwire.com/news/retail-sales-forecast-2017/ (accessed 10/10/16)  
<sup>2</sup> eMarketer  
<sup>3</sup> https://www.retailwire.com/news/social-media-impact-on-retail/ (accessed 10/10/16)  
<sup>4</sup> https://www.retailwire.com/news/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/ (accessed 10/10/16)  
<sup>5</sup> https://www.retailwire.com/news/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/ (accessed 10/10/16)  
<sup>6</sup> https://www.retailwire.com/news/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/ (accessed 10/10/16)  
<sup>7</sup> https://www.retailwire.com/news/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/ (accessed 10/10/16)  
<sup>8</sup> https://www.retailwire.com/news/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/ (accessed 10/10/16)  
<sup>9</sup> https://www.retailwire.com/news/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/ (accessed 10/10/16)  
<sup>10</sup> https://www.retailwire.com/news/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/ (accessed 10/10/16)  
<sup>11</sup> https://www.retailwire.com/news/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/ (accessed 10/10/16)  
<sup>12</sup> https://www.retailwire.com/news/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/ (accessed 10/10/16)  
<sup>13</sup> https://www.retailwire.com/news/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/ (accessed 10/10/16)  
<sup>14</sup> https://www.retailwire.com/news/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/ (accessed 10/10/16)  
<sup>15</sup> https://www.retailwire.com/news/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/ (accessed 10/10/16)  
<sup>16</sup> https://www.retailwire.com/news/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/ (accessed 10/10/16)  
<sup>17</sup> https://www.retailwire.com/news/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/ (accessed 10/10/16)

<sup>18</sup> https://www.retailwire.com/news/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/ (accessed 10/10/16)  
<sup>19</sup> https://www.retailwire.com/news/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/ (accessed 10/10/16)  
<sup>20</sup> https://www.retailwire.com/news/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/ (accessed 10/10/16)  
<sup>21</sup> https://www.retailwire.com/news/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/ (accessed 10/10/16)  
<sup>22</sup> https://www.retailwire.com/news/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/ (accessed 10/10/16)  
<sup>23</sup> https://www.retailwire.com/news/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/ (accessed 10/10/16)  
<sup>24</sup> https://www.retailwire.com/news/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/ (accessed 10/10/16)  
<sup>25</sup> https://www.retailwire.com/news/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/ (accessed 10/10/16)  
<sup>26</sup> https://www.retailwire.com/news/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/ (accessed 10/10/16)  
<sup>27</sup> https://www.retailwire.com/news/retailers-are-not-encouraging-employees-to-experiment-with-new-technologies/ (accessed 10/10/16)