

Workforce Experience from IBM, Samsung & Workday

Re-imagining the employee
experience for a mobile-first world



The Challenge:

Retailers face many headwinds in attracting and retaining an effective workforce. Increasing labor costs, high rates of employee attrition, competitive hiring markets, and inflation have all combined to place pressure on store managers and organizational leaders to spend more and more time on HR just to maintain daily operations. Highlighting the issue, the National Retail Federation (NRF) estimates that the average employee turnover in the retail industry stands at just over 60%.¹ Each of these turnover incidents represents a burden in training, knowledge transfer, and employee efficiency – forcing remaining employees to do more work, with fewer resources.

IBM, Samsung and Workday saw this challenge and developed Workforce Experience (WEx), a design framework consisting of IBM application design and AI, Samsung mobile devices, and Workday HR applications. Workforce Experience aims to reduce the burden on store leadership by enhancing the employee experience, creating efficiencies in training and HR functions, and connecting teams and functions in ways that minimize the clutter of traditional in-store systems.

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is the average turnover
rate in the retail
industry.¹

#1

Mobile devices are the
#1 planned investment
for improved employee
and customer
experience.²

WEx is designed to:

- Consolidate your daily devices into one place, from on-floor checkout to inventory management.
- Track inventory and answer customer questions with a digital assistant powered by IBM watsonx Assistant™.
- Integrate task management: Store managers can utilize WEx to help employees track of their critical daily tasks, and built-in communication tools enable direction from anywhere, keeping them on the floor and out of the back office.
- Increase retention: Personalized mobile experience plus devices deployed for both work and personal use enhance the value proposition for employment and create a stickiness in retention.

Create a new paradigm:

Workforce Experience is not just deploying new workforce management technology, but physically and emotionally changing the experience and value proposition between employers and employees.

Learn more about Workforce Experience, a design framework from IBM, Samsung and Workday: <https://ibm.biz/BdmkLx>

1. National Retail Federation, “Human Capital Management in the Retail Industry”, April 2022

2. IDC, “Global Retail Survey”, July 2023

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