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## RETAIL STAFFING LEVELS

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**Get them right  
and 93% of  
people are more  
likely to buy.**

Did you know that 90 percent of shoppers leave empty-handed when they can't find the help they need, according to a consumer survey by TimeTrade.

If these shoppers had received the help they needed, then 86 percent of them would have bought more than they planned. The survey also found that when consumers aren't sure of what to buy, and actually get the help they need:

- 93% are more likely to buy
- 86% buy more than they expected
- 84% leave more satisfied
- And nearly 90% would shop at the same store the next time

When visiting a store or bank, 50 percent of respondents indicate that they have difficulty getting assistance from a shop assistant in a timely manner. This means NO SALE!

The challenge for retailers is how to ensure that they have optimal staffing during the busiest times at their stores. To ensure they optimise the number of shop assistants available, managers need to know when are their busiest footfall. With store footfall counters they can see a detailed break-down of the number of shoppers at any given point in time.

Identifying key selling periods lets managers allocate more staff at busy periods, and choose to have their best shop assistants on the floor at these times.

Counts from footfall counters can be integrated with point-of-sale (POS) data and sales conversion figures calculated throughout the day. This means that retailers have hard data as to whether increasing the amount of staff present increased sales efficiency. And if not, investigate why not.

Knowledgeable sales associates are more powerful – and vital to retailers' success – than ever before.

To find out more about counting shoppers and allocating staff efficiently to maximise profits, contact [buena@ukuteta.co.za](mailto:buena@ukuteta.co.za)

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