

# Empower your associates to deliver the best CX while driving competitive advantage



90%

Expectations for customer experience (CX) are higher than ever. 90% of customers will leave a company, including your grocery chain, because of a poor experience.

Changes in how consumers shop for groceries have shortened the window in which your associates have to win over customers. This means your workforce needs to *know* and *do* the right thing, at the right time—every time. But, with traditional training and communication methods, you aren't able to develop the knowledge, confidence and behaviors your associates need to deliver experiences that impress your customers in the moment of truth.

Axonify's personalized and adaptive approach to changing associate behavior addresses key challenges by connecting your associates with the people, information and resources they need to become masters of CX.

**Engaging your workforce is difficult.** Without the tools for leaders to communicate with key individuals, regions or the entire organization in real time, it's virtually impossible to get everyone on the same page.

**Associates have a lot to remember.** Intense onboarding and one-off training sessions that don't continuously reinforce job-critical concepts lead to forgetting.

**Bad habits form over time.** When the wrong behaviors go unchecked, they develop into bad and unsafe habits that end up costing the business.

**The modern workforce is diverse and dispersed.** Supporting an increasingly multi-lingual, multi-generation workforce made up of full-time, part-time and season associates across store locations is challenging, but necessary.

Imagine how powerful it would be if you could meet with each associate before every shift. You could:

**Communicate** updates, such as new products or merchandising plans, and answer any job-specific questions associates might have.

**Remind them what's important** and identify and correct the wrong behaviors to increase safety and productivity.

**Improve engagement** with personalized and fun content.

**Drive measurable results** to achieve KPI targets, like reduced shrink, increased basket size and improved CSAT.

# Discover how grocery leaders are empowering their associates to deliver the best CX—and bottom-line results—with Axonify

To get the business results you want, you need to be able to change associate behaviors—at scale. Leading grocery retailers are accomplishing this by partnering with Axonify to engage their workforce on a daily basis to develop the job-specific knowledge associates need to excel at their jobs.



Northgate Gonzalez Market takes a fresh approach to employee training and realizes savings of \$500,000+ in just 12 months.

**\$585K** savings within 12 months

**75%** decrease in onboarding time

**68%** reduction in safety incidents

“Our associates like coming to work more, they believe in the company more because they are connected with the desires and belief of our owners. Associates are engaged not because we force them to be but because they want to be.”

**MIKE BOWERS,**  
SR DIRECTOR, ASSET PROTECTION



Southeastern Grocers engages, educates and unifies a dispersed workforce of 45,000+ associates to achieve business goals.

**90%** reduction in age-restricted sales

**95%** voluntary participation

**15%** knowledge lift

“In order for our customers to recognize our stores as a ‘Great place to Shop’, it is imperative that we create a great place to work. To do this, we are committed to creating the right environment for our people, empowering the right leaders, and equipping them and all of our associates with the right tools to be successful every day.”

**ELIZABETH THOMPSON,** CHIEF PEOPLE OFFICER, SOUTHEASTERN GROCERS



Festival Foods drives employee engagement to improve customer service and scale a high-growth strategy across 7,000+ associates.

**94%** voluntary participation

**80%** knowledge level



**streamlined onboarding**

“We can feel Axonify’s culture and approach to learning, and it just fits so well with the way we do business and how we work with our associates. It’s been a fantastic win. I’ve seen all sorts of success stories within the company as a result. I really can’t say enough good things—I love the Axonify platform.”

**PATRIC MEYER,** LEARNING & ENGAGEMENT DEVELOPER

## Are you ready to change associate behavior and drive results?

With Axonify, you do more than train people. You drive business results with a personalized learning experience that fits into the workflow, only takes a few minutes per day, and ingrains the knowledge people need to achieve your business goals.



To learn more, visit: [axonify.com/retail](https://axonify.com/retail) or call: 1-855-AXONIFY