



5 Ways Retail Teams Can Use Secure Messaging Apps

Retail is a fast paced industry. When coordinating new store openings, promotions and events, product releases, deliveries and shift schedules, you and your team need to be able to stay in sync when every minute counts. Sure there's email, bulletin boards, walkie talkies and headsets. But for many teams these tools leave gaps: they are either too slow, easy to miss, or too obtrusive to the customer experience.

Many retail teams are now moving away from bulletin boards and pre-shift meetings and turning to messaging apps to help boost communication and keep everyone aligned. Think about it. And as questions or issues emerge, say a spill on an aisle or broken glass in the lobby, being able to quickly communicate is a necessity. Here are five of the most common ways retail teams are using secure messaging apps to communicate.



1. Coordinate between locations

With multiple stores and teams, coordination becomes difficult. It can be nearly impossible for individual employees to know who is working which shift and where. Managers need to relay updates and staff may have questions. With a quick text, managers can easily hand off updates or issues as they rotate shifts. And staff can get help or support in a pinch, even when managers are at different locations.

2. Resolve security issues

You hope it's not often, but there will inevitably be times where store security teams will need to intervene. Could be handling a safety issue, a heated customer, or even potential theft. Staying on top of issues before they escalate is a must. With an enterprise messaging app, managers and security teams can easily create a group to share updates and monitor issues. Ensuring everyone is in-the-know and proactive steps are taken to keep things running smoothly.

3. Manage shift swapping

While you try your best at making the perfect schedule, there will inevitably be changes. Things come up and employees need to swap shifts. It could be a last minute change or a planned family vacation. With a quick text to the team, employees can handle shift swapping wherever they are. Making sure there is always proper coverage in the store and everyone is on the same page.

4. Broadcast information across the organization

There will come certain times where you need to get an urgent message out to staff ASAP. A gas leak, a power outage, or even a pending storm that could cause severe damage to a storefront. With a messaging app built for work, you can create and send urgent alerts right to everyone's smartphone, easily fulfilling your goal of keeping everyone aware and out of harm's way.

5. Announce new store openings

Store openings are exciting, even for the employees of existing locations who can't be there. With a messaging app built for work, you can easily share a quick photo, or better yet a video, that captures the moment. When everyone can partake in the experience, no matter where they are, it helps foster excitement about the business's expansion policies, site maps, schematics, punch lists or other relevant documents directly to your teams' devices.

Sound like it could be a good fit?

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