

## XR Retail Research

**Retail:** As mentioned earlier, retail is starting to use AR in training scenarios. Besides situational practice, employees can access training on products by scanning them. Onboarding can also benefit from AR enhancements. Activities such as touring the sales floor and virtually meeting the team are excellent for getting acquainted with the company. From sales training to learning about safety procedures, preparing for a retail environment can be more stress-free as a trainee becomes comfortable with transactions and customer interaction.

<https://www.forbes.com/sites/forbesbusinesscouncil/2021/02/12/the-benefits-of-augmented-reality-for-employee-training/?sh=1a42b7b866d6>

### Employee training

Training employees is a complicated process. This exercise can prove costly if the employee makes some mistakes during the training process resulting in a financial loss for the employer. The use of VR and AR in retail can minimize the risk involved in the training procedure. Using Virtual Reality technology, employees can be trained by simulating real-life environments and situations. Employees can be safely trained, while reacting to various situations like helping customers find a particular product or operating a conveyor belt.

<https://www.forbes.com/sites/cognitiveworld/2019/10/01/retailers-have-a-lot-to-gain-from-ar-and-vr/?sh=1ef0f6f47a1c>

**Heighten empathy** via experience immersion. Imagine the ability to prepare store associates for a seasonal rush or help them sympathize with an unhappy customer in a high-stress situation. More interactive training leads to more engaged experiences and even “tricking” employees into learning.

**Manage high employee turnover** via on-demand scalable training environments. For many retailers, employees come and go seasonally or with little notice. Using VR to train employees is an efficient way to cycle associates through required onboarding education with little to no time lost if they stay for only the short term.

<https://www.mytotalretail.com/article/retail-training-in-virtual-reality-the-new-secret-weapon-to-scale/>

Furthermore, training employees can prove to be a financial risk to companies if employees make mistakes during training. Virtual and Augmented reality technologies offer a dynamic alternative to traditional retail training. These immersive technologies can offer risk-free, real-life environments and scenarios that allow employees to sharpen skills needed for the job.

## Retail Onboarding

An important part of retail training is getting employees acquainted with the company, products, and branding...and doing it fast. Considering retail associates are client-facing merely a couple of days after getting hired, onboarding can be one of the most crucial parts of retail training. But isn't onboarding typically filling out papers and attending orientation? That is one aspect of the employee onboarding program, but [successful onboarding can be so much more](#) than that.

From allowing employees to virtually tour a sales floor to hosting virtual team introductions, immersive reality can expose new employees to aspects of the job and company branding before it's time to perform.

[Jet.com](#) has launched a VR training experience that allows prospects to experience their office, meetings, and company culture before setting foot in the workplace. This VR training experience lets candidates get a feel for a company brand from the comfort of their own home.

## Customer Service Training

We all know the phrase, "the customer is always right," customer service stands as one of the most important facets of retail training. From navigating difficult conversations to service with a smile, retail employees have a lot to take note of. Companies can use AR and VR training to place employees in scenarios where their customer service skills can be put to the test, all without the risk of true one-to-one customer interaction.

Virtual reality technology can be employed to immerse retail associates in a situation where they must navigate how to appropriately deal with a disgruntled or difficult customer. This type of VR retail training enacts [experiential learning](#), which is believed to be one of the most efficient learning methods. If employees find themselves in a scenario similar to the one they experienced in VR training, they will be able to recall the appropriate methods to navigate that situation.

## Product Knowledge Training

As we mentioned before, strong product knowledge is vital to the success of retail employees. You can put products in front of your associates without even having the products on location. With AR, your associates can see existing or new products and familiarize themselves with all of the components and how it works, right on a phone, tablet or headset.

## Sales Retail Training

Since a majority of retail sales require an employee to interact with customers, virtual reality can offer a stress-free role-play scenario where employees can try their hand at making a sale. Virtual reality role-play can aid an employee in three different areas to help them land a sale

- Familiarity with products and other people
- Empathy and an understanding of the customer

- Conflict resolution

Excellent salespeople connect with customers, and as mentioned before, virtual reality can help employees practice the skills to make meaningful connections in a stress-free, risk-free environment!

### Safety Retail Training

Unfortunately, training can require covering some more difficult topics, such as employee and customer safety. In retail, store employees might face dangerous situations where they have to deal with fires, natural disasters, violent customers, shoplifters, or even armed robberies. Companies need to prepare employees with a safe and proper protocol for situations like this. Virtual reality can offer retail training for these potentially dangerous situations without inviting the danger into the training session.

<https://roundtablelearning.com/5-ways-to-use-ar-and-vr-for-retail-training/>