

Building a Connected Workforce

How retailers connect stores, teams, and insight.



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Retail depends on frontline teams working together across stores, head office, and operations. But many retailers still rely on disconnected communication systems that were never designed to scale. Each store runs slightly differently. Getting answers takes time. Visibility into what is happening across locations is limited.

This disconnect puts pressure on everyone. Store teams wait for support. Managers chase updates. IT teams spend time maintaining systems instead of improving them. Growth becomes harder to manage, especially during peak trading periods.

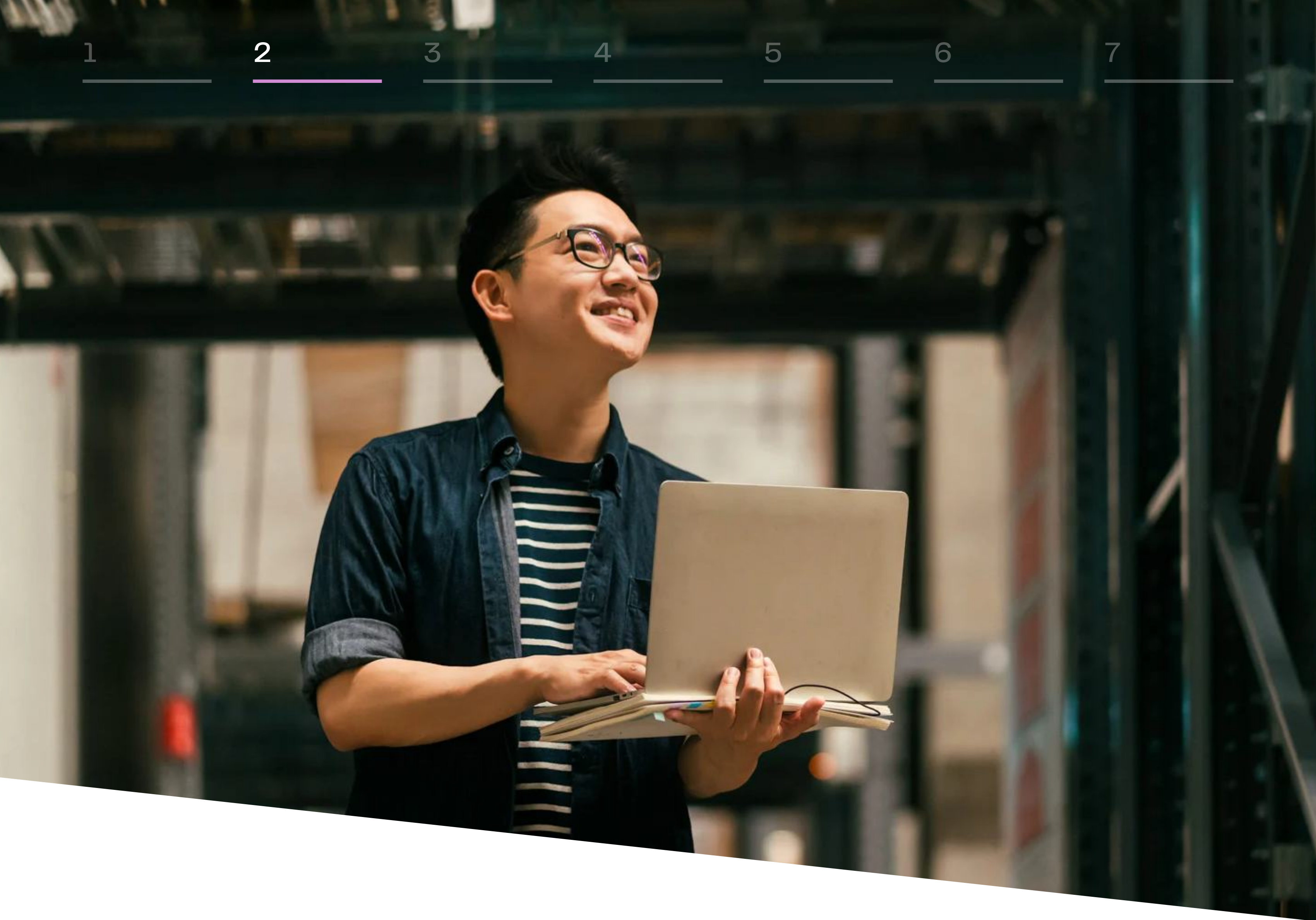
A connected workforce changes how retail operates. It brings people together, removes friction from daily work, and gives leaders the visibility they need to move faster and act with confidence.

Where Communication Breaks Down In Retail

Most retailers did not choose fragmentation. It happened over time. New stores and sites opened. Temporary fixes became permanent. Different phone systems and tools were added to solve immediate problems.

Today, this shows up in everyday moments. Stores struggle to reach the head office and warehouses. Stock checks take longer than they should. Managers lack visibility into response times or service issues across locations. IT teams manage multiple vendors and still cannot see performance clearly.

When communication is fragmented, small issues escalate quickly. Decisions are delayed. Costs rise quietly. And leaders are left without a clear picture of how their stores are really operating.



When Teams Connect, Everything Moves Faster

Speed in retail depends on how quickly people can reach the right support. It is not about adding more tools. It is about removing friction from everyday communication across stores and the head office.

When communication is unified, frontline teams can act faster. Store associates reach the right team without delays. Managers coordinate across locations instantly. Operations teams respond before small issues affect customers.

Leaders gain clarity as communication patterns reveal demand spikes and pressure points. What was once hidden becomes visible, helping retailers operate with confidence, even during their busiest moments.



70% of frontline leaders feel they lack a way to communicate effectively with HQ, leaving them to manage failed initiatives and frustrated teams without guidance.”

Zipline & Retail Dive. (2026). The 2026 State of Retail Communication and Execution.

One Platform, Built For Retail

8x8 helps retailers connect their workforce on a single cloud platform designed for distributed environments. Stores, head office, and operations teams all use the same communication foundation, with a consistent setup across locations.

Frontline teams can quickly reach colleagues and support teams. IT manages users, devices, and locations from one place, with full visibility into performance. New stores and seasonal staff can be onboarded without manual configuration or onsite support.

By consolidating communication, 8x8 removes complexity while improving reliability. Retailers gain control, visibility, and a foundation that supports growth without disrupting daily operations.

Grow Without The Operational Headaches

Retail growth rarely slows down. New stores open. Seasonal staff join. Acquisitions bring new locations that need to be integrated fast.

A connected workforce makes expansion repeatable. New locations can be activated in days with the same communication setup as existing stores. Temporary staff can get up and running quickly using shared store devices, securely managed through mobile device management, without complex logins or manual configuration.

For IT teams, this reduces hands-on setup and support. For store teams, it means being ready from day one. And for the business, it enables growth without the operational complexity that usually comes with scale.

Turn Daily Conversations Into Visibility

When calls and messages flow through a single platform, retailers can finally see how communication actually moves across stores. IT can track where calls are answered, where they queue, and where they drop. Store managers can see peak calling times, missed calls, and how quickly teams respond to internal requests.

Routing data shows which stores are overloaded and which have capacity. Patterns reveal when calls should divert to nearby locations or head office support. Instead of guessing, teams act on real call behavior. That visibility helps retailers fix issues early, balance workloads, and keep stores responsive during busy periods.



We now can see how many calls come in by agent, how many are for repairing flats versus new tires, or for tire rotations, et cetera. This lets us know exactly what's happening in the field so we can stay close to the needs of our clients, tailor programs to drive sales, and maintain our market leadership in the Northeast."

Mike Barbaro, Senior Vice President, Town Fair Tire

Be Ready When Retail Gets Busy

Peak trading periods put pressure on everyone. Frontline teams need communication they can rely on when they are busiest.

Supporting customers and teams at peak requires a resilient, cloud-based platform built for high availability. 8x8 delivers a financially backed 99.999% SLA, global redundancy, and intelligent failover. If a local connection fails, calls reroute automatically. If one store is overwhelmed, traffic can divert elsewhere.

This resilience empowers frontline teams with reliable tools they can trust. Customers stay connected, stores remain operational, and IT gains confidence in consistent performance across every location.

Built for Connected Work

Retailers choose 8x8 because it aligns with how retail really works:



One platform across all locations.



Centralized visibility and control.



Fast, low-risk scaling for new stores and seasons.



Reliable performance during peak trading.

8x8 helps retailers connect their workforce without disruption or added complexity. Seamless communication drives clearer visibility, enabling faster, smarter decisions across the business.



Explore 8x8's unified communications solutions to see how to build a connected workforce.



Schedule a platform demo to understand how this fits your environment.



Talk to a retail communications expert about building a scalable foundation for modern retail service.

One platform. Total visibility. Strategic control.

8x8 Platform for CX™ brings together communications and collaboration on a single, reliable foundation. With a unified architecture and centralized management, it simplifies complexity and helps retail IT leaders modernize their operations at their own pace, laying the groundwork for greater visibility and smarter decision-making as they evolve.

Learn More >

