



Top two reasons for turnover in retail:

40%	21%
Compensation	Benefits

It's Costing You Too Much If You Don't Deal with It

The retail industry, which comprises brick-and-mortar stores and online shopping, remains the largest employer in the U.S. economy. It directly employs 29 million Americans.

The average turnover rate in the retail industry is just above 60 percent, which has caused a continual cycle of hiring and training new employees. This results in poor customer service and a negative impact on retailers' bottom lines with little room for employers or employees to thrive.

This turnover can't be boiled down to one thing, but the top two reasons for it are compensation (40%) and benefits (21%).

Minimum wage and tips on a weekly or bi-weekly are not enough to sustain most families. The average hourly retail worker struggles to fill the gap left between pay periods and often turns to desperate measures to pay their bills like payday lending services and piling on debt. In 2020, the median pay for retail workers was \$27,320 per year or \$13.13 per hour. This falls vastly short of workers' needs for rent, food, and other expenses.

About 83% of employees have experienced some sort of unexpected expense in the last 12 months and this added stress to overworked and underappreciated employees leads to turnover.

Put simply, employees are leaving companies in the retail industry to seek ones with higher pay. Dave Zielinski of SHRM, The Society for Human Resource Management, states

“The ability to draw pay right away can keep some hourly workers from jumping ship to competitors for a 25-cent or 50-cent per-hour pay increase.”

This small margin can pay large dividends for employees and employers alike.

The retail industry requires a dramatic shift in ideology to once again bolster employers and employees and permanently halt turnover.

The Payactiv Solution

Payactiv recognizes the reality many workers are facing. Whether it's due to poor work-life balance, lack of benefits, or inadequate salary, offering a zero-cost financial wellness benefit has been proven to dramatically reduce employee turnover and address pain points in every industry. Visa Insights report states that 89% of employees said they would stay with an employer longer if they offered EWA.

Companies, including Walmart, offer Payactiv to hundreds of thousands of employees at no cost to the employer. Offering this solution has been proven to decrease attrition within 30, 60, 90 days by 36%, 29%, and 24% respectively.⁴








Our offerings have changed employees' lives in and outside of work. As the leader in Earned Wage Access, we give your employees on-demand access to their earned but unpaid wages so they can earn, use, and save their money while avoiding late fees, overdrafts, and high interest loans. Cashless tip disbursements have become vital in a post-COVID world and are a convenient and safe feature utilized by service industry employees. Payactiv Connect allows employ-

ers to easily communicate with their deskless workforce and has been proven to increase engagement and productivity. It creates more opportunities to earn through shift coordination and easily rewards employees for a job well done. Employees can also receive aid from their employer through the Payactiv platform in the form of TimelyRides which allows the employer to send an Uber ride to an employee due to unexpected transportation issues. Outside of work, our discount marketplace helps your employees spend less on everyday items such as car insurance and gas, prescription medication, movie tickets and more.

Put simply, the positive impact of the Payactiv platform is reflected in the needs of every single employee today. By reducing employees' financial stress, and empowering them to get access to better financial and livelihood services, employers can ensure they decrease turnover and increase retention to build a stronger, more engaged, and effective workforce for the future.



Payactiv Services

-  On-demand pay (Earned Wage Access)
-  Cashless tip disbursements
-  The ability to access better banking and financial management services
-  More control over schedules
-  Connect (Deskless employee communication)
-  TimelyRides (Send Uber to employees)
-  Discount marketplace