

# Outplacement Services For Consumer Discretionary Organizations

Relevante

Support workforce transitions while protecting customer experience, brand reputation, and revenue momentum across retail, eCommerce, automotive, travel, hospitality, and entertainment.

## Who We Serve

- Retail and eCommerce
- Apparel, Footwear, and Luxury Goods
- Automotive OEMs, Suppliers, and Dealership Groups
- Consumer Services and Franchises
- Travel, Leisure, and Experiences
- Hotels, Restaurants, and Hospitality
- Entertainment, Media, and Gaming (consumer-facing)
- Specialty Services (fitness, education services, home services)



## What We Deliver

### Speed and Stability

- Launch in 24 to 48 hours
- Manager communication toolkit and separation talk tracks
- Enrollment workflow for store and field populations

### High-touch Support

- 1:1 coaching for hourly, professional, and leadership roles
- Resume and LinkedIn aligned to role family and hiring norms
- Interview prep and job search execution plans

### Visibility for HR

- Dashboards by location and job family
- Weekly progress reporting and theme tracking
- Escalation path for sensitive cases and executives

## The Consumer Discretionary Workforce Reality

Consumer Discretionary workforce changes often follow demand shocks, seasonal cycles, store footprint changes, channel shifts (in-store vs online), or margin pressures. These changes can be highly visible to customers and communities. Workforces often include a mix of hourly frontline roles, commission-based sales, corporate functions, and digital teams. Outplacement must scale quickly, support diverse job families, and protect customer experience and employer brand.

## Common Sector Challenges

- Seasonal and multi-location reductions with tight timelines
- Hourly, shift-based, and commission compensation structures
- High customer visibility and brand sensitivity during transitions
- Mixed populations: frontline, distribution, corporate, and digital

## Role Coverage Grid

### Frontline and Store

- Sales associates, supervisors, store managers, visual merch, customer service

### Distribution and Operations

- Warehouse, fulfillment, transportation, inventory, procurement, operations leads

### Digital and eCommerce

- eCommerce ops, product, UX, analytics, performance marketing, CRM

### Automotive and Field

- Service advisors, technicians, regional managers, field ops, customer care

### Corporate and Support

- Finance, HR, legal, merchandising, category management, IT

## What HR Gets

- Launch plan and leader talk track plus store-ready messaging templates
- Employee orientation templates (virtual or on-site) and enrollment workflow
- Weekly status summaries, dashboards by location, and escalation support
- Optional add-on: group sessions for stores, DCs, or impacted business units

## Program Menu

### Core (Hourly and Frontline)

- Orientation and assessment
- Resume refresh and job-search profile support
- Interview prep and job search plan
- Weekly accountability and momentum coaching

### Professional (Managers and Specialists)

- Everything in Core
- Targeting strategy by role family
- Networking plan and recruiter strategy
- Offer evaluation and negotiation support

### Executive (Director, VP, C-Suite)

- Everything in Professional
- Leadership branding and narrative
- Market mapping and targeted outreach plan
- Thought leadership and stakeholder messaging support

## Consumer Discretionary Specific Modules

- **Hourly and shift-based job search playbook:** fast applications, scheduling, and interview readiness
- **Retail leadership positioning:** store performance, KPI impact, and people leadership narratives
- **Commission and incentives coaching:** how to present attainment, rankings, and performance metrics
- **Brand-sensitive transitions:** guidance to protect customer-facing reputation during high-visibility events
- **Multi-location execution:** consistent orientation and coaching delivery across stores, regions, and DCs



## How We Run It

- **Day 1 to 2:** HR kickoff, program configuration, communications toolkit
- **Week 1:** Orientation, intake, assessment, first coaching session
- **Weeks 2 to 4:** Branding, targeting, networking activation
- **Weeks 4+:** Interview cycles, offer evaluation, negotiation support
- **Ongoing:** Weekly employer reporting, escalations, outcomes tracking

## Outcomes And Reporting

### What we track

- Enrollment and engagement by location and role family
- Milestones: branding complete, applications launched, interviews secured
- Time to first interview activity
- Offer activity and placement signals (when available)
- Themes by job family (frontline vs DC vs corporate vs digital)

### What HR receives

- Weekly progress snapshot
- Risk flags and support needs
- Theme summaries and recommended actions for leaders



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