

What Leadership Should Prioritize

Regional leaders play a critical role in shaping and sustaining digital success. Just as they review operational metrics like labor, sales, and shrink, they must now add digital performance to their core responsibilities. The quality of store-level execution in digital is often a direct result of attention and coaching.

- **Incorporate digital metrics into your store audits:** Include uptime status, order acceptance rate, and refund volume in your standard walk-throughs.
- **Observe the full delivery process during peak hours:** Watch how orders are received, prepared, packed, and handed off to couriers. These firsthand observations are often more insightful than any report.
- **Ask teams to walk through their process:** Have staff explain how they handle an incoming order from the tablet alert to bagging. This builds accountability and can surface gaps in training or tools.
- **Identify high-performing stores and scale best practices:** Look for teams that consistently excel in order accuracy, fulfillment time, or customer reviews. Capture their workflows and replicate them elsewhere.
- **Flag recurring issues early and involve your partners:** If a store has repeated problems, raise it with your digital support team. These patterns often indicate system issues that need targeted intervention.

Digital performance is about creating a culture where stores are proud of their online execution and understand its connection to real revenue. District managers are the link between strategy and execution, and their leadership is what keeps the digital shelf working day in and day out.