

Becco Launches Associate Behaviors Platform Transforming In-Store Retail Performance

New York City, New York Jul 16, 2025 ([IssueWire.com](https://www.issuewire.com)) - Today, Becco officially launched its **Associate Behaviors Platform™**, a first-of-its-kind solution designed to empower retail teams to deliver consistently great in-store experiences by closing the Associate Behaviors Gap (ABG)™.

The ABG is the difference between what retail store associates are trained to do and what actually happens in the store. Becco enables retailers to measure and close the ABG using behavioral data, field execution insights and real-time coaching tools.

Built for modern retailers navigating a rapidly evolving consumer landscape, the Becco platform delivers a simple QR-generated interface for customers to share feedback before even leaving the store, turning every store visit into a brand-building moment.

“Retailers have invested heavily in omnichannel and digital transformation, but the in-store experience - what actually happens between associates and customers - has been left behind,” said **Stuart Silverman, Founder and CEO of Becco**. “You can’t fix what you don’t measure and Becco brings that missing visibility to the frontlines, helping retailers turn associate behavior into a powerful growth driver.”

Becco’s Associate Behaviors Platform includes:

- **Behavioral visibility** across stores, regions, and teams
- **On-the-ground execution insights** to monitor and improve brand standard consistency
- **Customizable reports and dashboards** tailored to brand priorities
- **Mobile-first design** empowering district managers and field leaders

Becco is now accepting a limited number of North American retailers into their Early Adopters program.

To learn more or schedule a demo, visit www.beccoretail.com.

About Becco

Becco is on a mission to help retailers close the Associate Behaviors Gap (ABG)™ and deliver consistent, high-performance in-store experiences. Becco’s platform combines data, behavioral science, and practical field tools to transform associate behavior into business outcomes.

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