

# WORKFORCE MANAGEMENT

THE RIGHT ASSOCIATE AT THE RIGHT TIME INVIGORATES THE CUSTOMER EXPERIENCE

TRENDAGRAM

**+31,000**

Retail employment increase in November 2015 <sup>(1)</sup>

**284,000**

Number of jobs added in retail over the past 12 months <sup>(1)</sup>

**48%**

Retailers schedule based on seasonal and non-seasonal employee task needs and customer traffic <sup>(2)</sup>

Retailers using labor analytics enjoy these capabilities: <sup>(3)</sup>

- Identify teams and stores that exceed performance targets
- Discover opportunities where training may be needed
- Uncover compliance risks

**6 in 10**

retailers are moderately or slightly satisfied with their current labor hour models <sup>(4)</sup>

**40%** Retailers in 2015 sought better alignment of employee schedules with workforce skills and customer needs <sup>(2)</sup>

Benefits to retailers scheduling the right person at the right time: <sup>(3)</sup>

- Meet shopper needs via appropriate allocation and alignment of skills with customer needs
- Contain operational costs via efficient planning and staffing

**21%**

Users of automated labor analytics saw a year-over-year change in number of products produced/sold or services delivered per employee <sup>(2)</sup>

**39%**

Retailers use digital channels to drive traffic to stores <sup>(5)</sup>

**54%**

Retailers have up-to-date technology for labor scheduling and optimization in place or started, only **12%** report no plans for upgrade <sup>(6)</sup>

Sources: 1 – U.S. Bureau of Labor Statistics, "Current Employment Statistics Highlights: November 2015;" 2 – EKN, "EKN Next Gen Retail Employee Engagement & Empowerment Survey, 2015;" 3 – Aberdeen Group, "Unlock the Hidden Value of Your Workforce Data;" 4 – EKN, "State of the Industry Research Series: Managing and Engaging Modern Labor for Omni-Channel Success;" 5 – Retail Systems Research (RSR), "Omni-Channel 2015: Taking Time, Money, Commitment And Technology;" 6 – RIS News, "25th Annual Retail Technology Study, Retail Transformed: An Inspired Vision to Innovate, Differentiate and Accelerate"

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# StoreForce Performance Based Scheduling™

Changing the way retailers drive in-store customer experience.



**Dave Loat**  
President  
StoreForce

**Q How do peak traffic hours differ from peak selling hours?**

In an ideal world, those hours in a week that were peak traffic hours would always occur at the same time as peak selling hours. In reality, however, even high-performing Retailers will have exceptions between the two. “Peak Exceptions” are

calculated when you compare which hours in a week were peak sales hours, but not peak traffic hours, and vice versa. Within the top 20 open hours, a high-performing Retailer will have an average of 1.4 Peak Exceptions per store per week, whereas a Retailer who executes less effectively may have as many as 4.5 Peak Exceptions per store per week.

**Q How can knowing the peak selling times for each specific store help in managing schedules?**

Specialty Retailers typically achieve 50% or more of their weekly sales in the top 20 open hours per week. That’s half of your sales in a quarter of your hours. These hours also present Store teams with the largest single opportunity to change their results. Having predictive visibil-

ity to when these peak hours will occur for each store is an essential component of effective scheduling strategies. The three focus items that Store Managers should be looking to achieve here are: 1) ensuring that there are enough Associates on the floor to serve the traffic volume; 2) scheduling their best performing Associates during these key times; and 3) ensuring that breaks or tasking do not occur during these times.

**Q How can retailers channel their energy into each store’s specific peak selling hours?**

Retail is a simple business – whatever you do at Store level must be simple, intuitive and easy to execute. What you’re trying to achieve is an atmosphere or environment where the Associates are excited, and where the shoppers are both feeling comfortable and being well served. This starts by setting store-level goals for each specific peak period, and assigning these goals to a Sales Floor Leader who will be accountable for success. These goals should be realistic and achievable, based on historical Store performance, and should include a transactions goal, a conversion rate goal, and an average basket goal. The next step in managing these peak periods is in establishing the non-negotiables – no distrac-

tions, no cartons on the floor, no tasking other than recovery, etc. Once the peak period has started, actual results should be automatically compared to goals in real-time in order to provide Sales Floor Leaders with coaching insights. Providing Sales Floor Leaders with real-time performance versus objective allows them to coach and adjust Associate behavior on the fly, and not after the opportunity has passed by.

**Q Positive customer experiences are incredibly important for specialty retailers. How can retailers measure customer experience with workforce management tools?**

The fact remains that brick and mortar stores are the single most important brand touchpoint for a Retailer, and that customer experience is the deciding factor that will separate the winners from the losers. Consistently producing an environment that creates a positive customer experience starts with combining staff scheduling and performance management. Putting both the right number of Associates AND your best performing Associates on the selling floor during peak periods will have the biggest impact on top-line sales. And impact on top-line sales over time is the single most important indicator of positive customer experiences.

StoreForce is an innovator in the Specialty Retail marketplace, changing the way stores manage their workforce with its Performance Based Scheduling™ Solution. StoreForce has installations spanning 32 countries, 5 continents, operating in 10 languages.

