

International Retailer Boosts Conversion with Refined Labor Model & Optimized Scheduling

Extremely successful implementation pilot brought a significant boost in conversion rates. Retailer gained greater visibility into its stores and store operations enabling optimal positioning of team members that interact with customers every day, positively impacting sales, customer satisfaction, and employee retention



CLIENT PROFILE

International Toy Retailer
and Manufacturer

 Stores: 95 locations
across the globe

 Employees: 10,500

► CHALLENGE

As an internationally-recognized brand, this organization's goal was to take the company to even higher levels, aiming to convert more browsers to buyers by providing a premium customer experience consistently throughout its global chain of retail stores. However, the utilization of a paper-based scheduling system that differed across locations provided management with no visibility to the right information—customer activity, task/workload requirements, or forecasting and budgeting data—to staff their stores in a way that would best help achieve this goal.

► SOLUTION

Retail WFM Consulting and WFM System Implementation

Workforce Insight led an extremely successful implementation pilot, yielding a significant boost in conversion rates (rollout of the system across global locations is ongoing). Regional managers, store managers and department managers now have the tools to spot trends, receive alerts, and spend less time in the back office.

In addition to improved reporting at a corporate and regional level, the retailer has the ability to more easily manage compliance with state and federal regulations.

The following services helped provide greater visibility, allowing optimal scheduling and positioning of team members, driving improved sales, customer satisfaction, and employee retention.

- **Workforce Management Assessment & Industry Benchmarking**
- **WFM Requirements Definition & Roadmap**
- **Labor Standards Development**
- **Implementation of Scheduling & Timekeeping system, incorporating established labor standards and refined business processes**
- **Global Training, Change Management and Knowledge Transfer**
- **Client Side Staff Augmentation (implementation & post-deployment)**

**Scheduling System
Implementation,
Training & Change
Management**