



Value Accelerator

Modern Workforce Management
Business Case for Retailers

The Power of the Modern Workforce

Top-performing retailers are transforming themselves by tapping into the power of people in their modern workforce. They know it's possible to operate with agility—even when unexpected changes arise—while meeting both employee needs and adapting to customers' evolving buying expectations.

How Are You Reimagining Your Retail Operations When Faced with These Industry Trends?



Delivering on omnichannel buying requirements

Retailers' number one priority is delivering great experiences to meet customer demand, which more than ever starts and ends outside the store's four walls. Sixty-five percent said their employees must fulfill orders placed from other stores or other channels and ship them to customers.¹



Elevating customer experience with engaged employees

Merchants are using digital tech to augment the abilities of their frontline workers, bringing information to their fingertips, engaging them with powerful new collaborative tools and empowering them to deliver smarter, more streamlined experiences for returning customers.²



Investing to differentiate yourself in a tight labor market

By 2025, 80% of large enterprises with hourly paid workers will have invested in workforce management (WFM) to support employee experience and/or digital workplace initiatives.³

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Associate engagement and labor optimization in physical stores are key competitive differentiators for retailers. Employee two-way communication and feedback are now 'must haves' for retail associates and will increasingly be integrated with WFM solutions.

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— *Gartner Market Guide for Retail Workforce Management Applications*

Make the Case for Change

This Value Accelerator has been developed for retailers who are building a business case for purchasing a modern workforce management solution. See what our customers and the market analysts are saying about the value of WorkForce Software—and review data-driven proof from retail customer implementations—to help make your decision to invest in our solutions the clear choice.

There's a Real Experience Gap Between Employee and Employers—and It's Significant

With five generations of people active in the workforce for the first time in history, employee preferences are more varied than ever before. And as the war for talent continues to shift the power balance in favor of job seekers, organizations that prioritize their employees' happiness and motivation will reap the benefits of increased employee engagement and retention.

In almost every category of our 2021 study "**The Workforce Experience Gap**," employers reported implementing flexible and rewarding policies and practices—but employees tended to disagree.

Job Training

Operations managers realize the importance of a well-trained workforce. Employees, however, indicate that their organizations' approaches to job training are often far from ideal.



Only 66% of employees feel that they are properly trained by their employers—but 98% of employers say their employees are properly trained.

Scheduling/Rostering

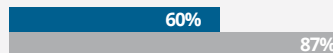
Scheduling/rostering determines how effectively labor is allocated, but it also greatly affects how employees feel about their work. With increased flexibility overtaking pay as a top priority for workers, concurrently meeting the demands of employees and the business requires a new approach to employee scheduling.



59% of employees report having scheduling/rostering flexibility and prefer to work for an employer that offers more flexibility.

Personal Circumstances

Employee experience for today's workforce is driven by a blend of culture, physical space, and technology. There is significant opportunity for organizations to update internal policies and leverage modern technology for better experiences and additional business and workforce adaptations.



60% of employees say that their employers help them deal with personal circumstances that impact their schedules.

Pay Rates

Employers and employees have radically different views on how pay is structured. Given that 42% of surveyed employees prefer task-based pay, but only 26% of employees report receiving it, there's a major opportunity for employers to improve.



Only 26% of employees report receiving task-based pay rates, but 70% of surveyed employers say they offer it.

Employee Recognition

Employees need to be recognized to do their best work. Without workforces whose accomplishments, needs, and ambitions are acknowledged and recognized, organizations are more likely to falter when new challenges emerge.



90% of employers believe they provide adequate employee recognition, while only 77% of employees believe they receive it.

WorkForce Software is the first global provider of workforce management solutions with integrated employee experience capabilities. The WorkForce Suite adapts to each organization's needs—no matter how unique their pay rules, labor regulations, and schedules—while delivering a breakthrough employee experience at the time and place work happens.

The Next Generation of Retail Workforce Management

WorkForce Software adapts to your need to improve employee experience, operational performance, and your bottom line—no matter how unique your pay rules, labor regulations, labor allocation, schedules, and employee engagement needs.



Perform with Greater Agility

- Optimize labor coverage in the face of variable labor demand using machine learning algorithms to more accurately forecast labor-demand needs
- Identify and reconcile coverage gaps to refine schedules by assessing your forecasts against published schedules as new information is received or emerging trends reveal themselves
- Create task workflows that mimic your organization's internal hierarchy so that tasks are sent to, managed, and approved by the right team members
- Deliver real-time training to boost employee skills and quickly improve compliance with brand standards and marketing campaigns



Win and Keep Top Talent

- Ensure clear and consistent communications that maximize associate engagement and deliver a winning customer experience
- Help employees get their work done right with easy access to current guidelines, instructions, micro trainings, tear sheets, and brand messaging—all in one place
- Give employees control over work/life balance by providing early and low-friction access to schedules, which empowers them to plan for personal commitments and resolve last-minute conflicts on their own
- Act on employee sentiment using personalized survey responses about topics such as unplanned overtime and extended work hours
- Engage in real-time workforce communication and collaboration through a familiar, easy-to-use app—share best practices, ask for help, and celebrate successes
- Dynamically pause communications when associates are not at work, providing much needed time to rest and recharge



Improve Profitability

- Minimize errors, prevent payroll leaks, and eliminate repetitive tasks with automated time, attendance, absence, leave, and gross pay processing
- Grow revenue with labor forecasting and optimized scheduling that aligns labor demand with business KPIs such as conversion rates and basket sizes
- Ensure compliant, optimized store execution across all locations with consistent brand standards, visual merchandising best practices, store inspections, and active marketing tasks
- Mitigate risk of noncompliance litigation, fines, penalties, and brand damage by simplifying and proving compliance with contractual agreements and national, regional, and local legislation

Retail Organizations Realize Significant Benefits with WorkForce Software

There are a range of benefits and savings our retail customers realize with WorkForce Software solutions. These estimates are based on the aggregated results of value studies with our retail customers across a range of deployments and organizational maturities.

Customer Sample Benefit Ranges

WorkForce Software Capabilities	5K Employees Benefits	50K Employees Benefits	100K Employees Benefits
Time & Attendance	\$2.0M – \$3.5M	\$20.1M – \$34.7M	\$38.4M – \$69.5M
Scheduling (Rostering) & Forecasting	\$2.0M – \$3.1M	\$20.2M – \$31.2M	\$40.5M – \$71.4M
Task Management	\$479K – \$861K	\$4.8M – \$8.6M	\$9.5M – \$17.3M
Absence & Leave Management	\$50K – \$66K	\$503K – \$665K	\$1.0M – \$1.3M
Employee Experience	\$1.9M – \$3.3M	\$19.2M – \$34.0M	\$38.5M – \$68.0M
Total Benefits	Up to \$10.8M	Up to \$109.1M	Up to \$227.6M

Sample benefit calculations only. Your actual return on investment will depend on your current processes, implementation details, and post-implementation state.

WorkForce Software Business Case Value Drivers

We understand that your organization is unique. No two retailers share the same workforce management process maturity or level of automation. WorkForce Software's Customer Value experts are dedicated to partnering with you to make a compelling case for change that appeals to the stakeholders of your organization.

Value Drivers	SAMPLE BENEFIT RANGE					
	5000 Employees	50,000 Employees	100,000 Employees	5000 Employees	50,000 Employees	100,000 Employees
TIME & ATTENDANCE						
Payroll Savings with Improved Accuracy & Automation	\$484K	\$518K	\$4.8M	\$5.2M	\$7.9M	\$10.4M
Labor Cost Savings with Reduced Time Inflation	\$328K	\$800K	\$3.3M	\$8.0M	\$6.6M	\$16.0M
Reduced Unearned PTO Expense with Automation	\$203K	\$403K	\$2.0M	\$4.0M	\$4.1M	\$8.1M
Employee Turnover Cost Savings with Improved Scheduling	\$198K	\$323K	\$2.0M	\$3.2M	\$4.0M	\$6.5M
Reduced Legacy System Costs	\$108K	\$161K	\$1.1M	\$1.6M	\$2.2M	\$3.2M
Timekeeping, Data Processing Efficiencies with Automation	\$546K	\$1.1M	\$5.5M	\$10.9M	\$10.9M	\$21.8M
Retroactive Adjustments & Pay Correction Efficiencies	\$36K	\$49K	\$365K	\$489K	\$730K	\$977K
Employee Self-Service & Automation Time-Off Requests	\$102K	\$129K	\$1.0M	\$1.3M	\$2.0M	\$2.6M
	\$2.0M	\$3.5M	\$20.1M	\$34.7M	\$38.4M	\$69.6M
SCHEDULING (ROSTERING) & FORECASTING						
Average Transaction Increase with Upselling Opportunities	\$293K	\$352K	\$2.9M	\$3.5M	\$5.9M	\$7.0M
Conversion Rate Increase with Improved Labor-to-Demand Fit	\$716K	\$917K	\$7.2M	\$9.7M	\$14.3M	\$19.4M
Labor Cost Savings with Reduced Over-Scheduling	\$268K	\$604K	\$2.7M	\$6.0M	\$5.4M	\$21.1M
Scheduling Automation Efficiencies	\$744K	\$1.2M	\$7.4M	\$11.9M	\$14.9M	\$23.9M
	\$2.0M	\$3.1M	\$20.2M	\$31.1M	\$40.5M	\$71.4M
TASK MANAGEMENT						
Increased Store Sales with Improved Task Management	\$377K	\$753K	\$3.8M	\$7.5M	\$7.5M	\$15.1M
Task Management Efficiencies	\$102K	\$108K	\$1.0M	\$1.1M	\$2.0M	\$2.2M
	\$479K	\$861K	\$4.8M	\$8.6M	\$9.5M	\$17.3M
ABSENCE & LEAVE MANAGEMENT						
Payroll Savings with Automated Leave Management	\$8K	\$16K	\$81K	\$162K	\$162K	\$324K
Absence Management Efficiencies with Automation	\$42K	\$50K	\$422K	\$503K	\$843K	\$1.0M
	\$50K	\$66K	\$503K	\$665K	\$1.0M	\$1.3M
COMMUNICATIONS, TRAINING, SURVEYS & DOCUMENTS						
Deskless Turnover Reductions with Improved Engagement	\$445K	\$1.0M	\$4.4M	\$10.5M	\$8.9M	\$21.0M
Turnover Cost Reduction with Integrated Pulse Surveys	\$320K	\$320K	\$3.2M	\$3.2M	\$6.4M	\$6.4M
Survey, Training & Document Cost Reductions	\$710K	\$1.2M	\$7.1M	\$12.2M	\$14.2M	\$24.4M
Deskless Labor Collaboration Efficiencies	\$349K	\$698K	\$3.5M	\$7.0M	\$7.0M	\$14.0M
Document Search Efficiencies with Mobile Access	\$102K	\$108K	\$1.0M	\$1.1M	\$2.0M	\$2.2M
	\$1.9M	\$3.3M	\$19.2M	\$34.0M	\$38.5M	\$68.0M
TOTAL SAMPLE ANNUAL BENEFITS	\$6.4M	\$10.8M	\$64.8M	\$109.1M	\$127.9M	\$227.6M

Sample benefit calculations only. Your actual return on investment will depend on your current processes, implementation details, and post-implementation state.

These Retail Customers Use WorkForce Software to Transform the Way People Work

Enterprise-grade and future-ready, WorkForce Software is helping some of the world's most innovative retailers optimize their workforce, protect against compliance risks, and increase employee engagement to unlock new potential for resiliency and optimal performance.

PANDORA

WorkForce Experience Helps Pandora Engage with Global Partners and Increase Visual Merchandising Compliance

"WorkForce Experience provides us with a 360-degree view of any campaign, markets are more compliant using the tool, and information is readily available in real time. Partner engagement in the markets was 10%–20%. Now, we're speaking to them all the time. The relationship and engagement with them have grown massively."

— Rowena Doyle, Global Training Manager

KURT GEIGER

Kurt Geiger Opens Line of Communication with Store Teams for On-Brand Visual Merchandising

"We needed a standalone app that we could easily upload content to. Something where people could interact with the content and not feel like they were doing a task for work but using one of the social media apps that they enjoy logging into every day."

— Alice Millichamp, Retail Operations Manager

CONVERSE

Converse Fosters a Positive Brand Experience with Retail Partners Globally Using Workforce Experience

"We went from having virtually no communication between teams to having one core, unified communication channel that connected our DTC visual merchandising, marketing, and operations groups."

— Thiago Rigo, Retail Director – Online & Stores for Global Partner Markets

LADBROKES CORAL GROUP

Ladbrokes Coral Group Cuts Labor Costs by Millions with WorkForce Software Forecasting & Scheduling

"WorkForce Forecasting and Scheduling has minimized payroll errors, improved productivity, and reduced labor costs—all while helping colleagues achieve a better work/life balance by giving them greater visibility into future rosters and tools to indicate availability or request time off."

— Louisa Woodward, Senior Productivity Manager



Rite Aid Adopts WorkForce Software to More Effectively Schedule Staff and Reduce Overtime Costs

"Rite Aid selected WorkForce Software based on their expertise on scheduling employees across multiple locations, user friendliness, and their rapid implementation strategies."

— Dave Markley, Vice President of Financial and Labor Analysis



Three UK Improves Scheduling and Forecasting Efficiencies and Reduces Payroll Errors with the WorkForce Suite

"The implementation was an extremely positive, collaborative experience and was delivered successfully within tight timescales. Our project leader rated the WorkForce Software implementation a 10/10 upon project closure."

— Laura Stephens, Retail Channel Development Lead

SoftwareReviews Names WorkForce Software a Market Leader According to End Users



#1 Workforce Management Software Vendor Four Years in a Row

[Learn More](#)



#1 Workforce Management Vendor to Partner With Three years in a Row

[Learn More](#)

Nucleus Research Calls WorkForce Software a Pioneer in the WFM-EX Space

As the greater work landscape shifts to become more employee-centric, solutions for EX are critical to the capture, retention, and development of quality hires. Nucleus expects that [WorkForce Software's] expertise in WFM will uniquely position it to cater to the needs of organizations employing hourly workers in industries such as retail and hospitality. In a jobseeker's market, organizations leveraging tools for sentiment analysis, communications, and performance management will be able to remain competitive amid difficulty in filling hourly positions.

“ WorkForce Software has begun what Nucleus expects to be a mass influx of EX tools targeted for the deskless workforce. ”

[Learn More](#)

Getting Cross-Departmental Collaboration and Buy-In When Building Your Business Case

It's in every department's best interest—whether it's human resources and finance or operations and IT—to collaborate and create a shared vision of the benefits of evolving your workforce practices (and using software to facilitate it).

Here's what each team brings to the table and why they should be part of the process:



Human Resources

Due to high levels of attrition in the retail industry related to safety, well-being, and work/life balance concerns, human resources teams are focused on creating positive employee experiences that drive employee engagement, productivity, and loyalty. This includes a safe work environment; compliance with labor laws, absence and leave laws, and contractual agreements; flexible scheduling options; and skills development to support career progression.

As the leading department for most employee experience initiatives, HR can set the tone by determining specific workforce management needs and requirements, taking note of current HR software that could be consolidated and getting employee feedback on proposed solutions.



Finance

Investing in a modern workforce management solution can be viewed as a costly endeavor, especially when ROI from other human capital management initiatives may have proved hard to quantify. But retail CFOs and finance teams can provide quantifiable business benefits from workforce management programs across financial, operations, and risk metrics.

A positive ROI that demonstrates data-driven proof points and accelerates KPI targets for revenue gain (e.g., conversion rates, basket sizes), labor cost optimization, reduced turnover costs, and costs avoidance associated with noncompliance will go a long way in gaining support from finance leaders for a workforce management technology investment.



Retail Operations

To keep retail operations running smoothly in the face of changing customer demand, it's imperative to retain staff who want to bring their best selves to work—when and where they are needed. Teams that oversee day-to-day operations must balance meeting revenue expectations (including labor budget management and sales growth) and delivering on-brand, omnichannel buying experiences with giving employees a say in their schedules to support work/life balance.

Operations managers' direct interaction with employees puts them in the perfect position to highlight critical pain points, internal processes, and workflows. They inherently understand the effect better employee experience has on employee and, in turn, customer experience.



Information Technology

The IT department will be a key partner in executing your retail workforce strategy, ensuring any technology you choose meets corporate standards, and monitoring its adoption (and success rates) once rolled out.

IT can review documentation and proof points on key IT-focused areas to advance your implementation. They can help confirm the solution is the right fit for your current or planned infrastructure. This includes customer support plans and processes, capabilities for integrating with other business-critical systems, and the required effort to maintain and support the solution in house.

Enterprise-Grade and Future-Ready, WorkForce Software Gives Retailers an Edge

WorkForce Software is retailers' modern workforce management choice for innovation, resilience, and advanced performance. Our Customer Value Team is ready to support your decision-making process by working with you and your key stakeholders to develop a customized business case that you can stand behind.

Key Takeaways

- Retailers need to meet change with resiliency — whether responding to customer demand for omnichannel shopping, improving the customer experience by engaging employees, or increasing the financial investment in employee experience to retain talent in a tight labor market.
- There's a gap between the experience employers think they provide and how employees describe their actual experience. WFM technology can play a major role in bridging that gap.
- WorkForce Software can meet your team's most unique rules when it comes to scheduling, labor forecasting, task management, time and attendance, and employee experience — thereby improving agility, reducing turnover, and increasing profitability.
- WorkForce Software capabilities can create combined benefits of up to \$10.8 million (organizations with 5,000 employees), \$109.1 million (50,000 employees), and \$227.6 million (100,000 employees).
- Your team's decision to adopt modern workforce management will provide cross-departmental collaboration between and benefits to HR, finance, retail operations, and IT.

Request Your Personalized Value Assessment

[Learn More](#)

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