Value Accelerator

Modern Workforce Management
Business Case for Retailers

workforce SOFTWARE

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 labour 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]

> "Associate engagement and labour optimisation 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."
>
> *— 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.

1. RSR Research 2. **Forbes** 3. **Gartner**

An Urgent Call to Action for Employers to Improve Employee Experience

Retailers are struggling to retain and attract store associates and hourly workers, as turnover climbs. Implementing new workplace tools and practices that address the overlooked needs of frontline workers is imperative. Investing in their workforce experience and providing advancement opportunities are key to reducing turnover and building an engaged workforce that delivers exceptional service and drives sales.

The **Third Annual Global Employee Experience Study** provides an analysis of perceptions on the importance of employee experience aspects resulting from surveying employees and managers, including a focus on hourly shift workers.

Over the last three years, our study findings have shown increasing alignment in perception by employers and employees of the ability to deliver capabilities that create a good employee experience. Our results also indicate significant growth in the importance of these elements for employees.

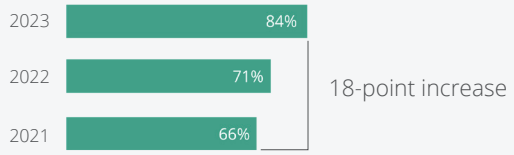
When we home in on the changing perception of employees year over year, the results further reinforce the significant importance of these elements for employees. For instance, the overall percentage of employees who recognise the importance of flexible scheduling has increased by twenty-five points.

The only experience aspect that saw a point decrease was the percentage of employees who feel their employer recognises their contributions. Though the change may seem nominal, it indicates the need for stronger organisational efforts to recognise employee achievements.

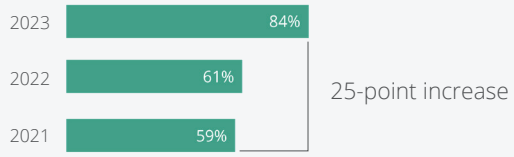
This is an urgent call to action for employers to make investments that improve these agreed upon experience challenges. For organisations, responding to issues that matter to their employees holds significant value—often in the form of tangible business cost benefits, including improved retention, productivity and greater customer satisfaction.

Now that employers recognise the importance of employee experience, it is imperative that organisations meet employee needs with actions that address the underlying problems contributing to their dissatisfaction.

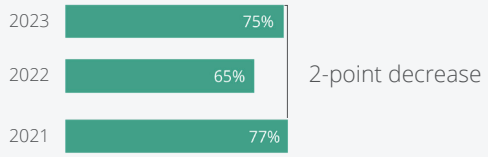
Prefers Easy Access to Training and Information



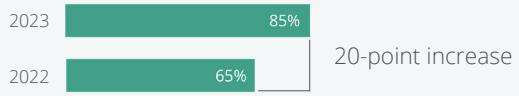
Wants Employer Who Offers Scheduling Flexibility



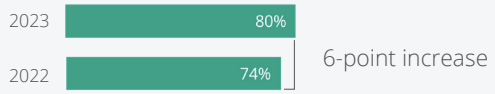
Feels Employer Recognises Contributions



Prefers Easy Communication and Collaboration



Would Choose Employer Who Asks for Regular Feedback



WorkForce Software is a pioneer in our industry as the first global provider of modern workforce management solutions with integrated employee communications. We've made an investment in smart communication tools that are designed to leverage data, adapt and communicate quickly with the ease of use of a favorite personal app.

workforce SOFTWARE

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, labour regulations, labour allocation, schedules and employee engagement needs.

Perform with Greater Agility

- Optimize labour coverage in the face of variable labour demand using business KPIs to more accurately forecast labour-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 workflows that suit your specific requirements, so tasks are assigned to, managed and completed 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 maximise 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 contextual conversations or pulse surveys 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

- Minimise errors, prevent payroll leaks, and eliminate repetitive tasks with automated time, attendance, absence, leave, and gross pay processing
- Grow revenue with labour forecasting and optimised scheduling that aligns labour demand with business KPIs such as conversion rates and basket sizes
- Ensure compliant, optimised 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 Organisations Realise Significant Benefits with WorkForce Software

There are a range of benefits and savings our retail customers realise 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 organisational maturities.

Customer Sample Benefit Ranges (EUR € & GBP £)
(Conservative—Likely)

WorkForce Software Capabilities	5K Employees Benefits	50K Employees Benefits	100K Employees Benefits
Time & Attendance	€1,8M – €3,1M [£1.5M – £2.6M]	€17,7M – €30,6M [£14.8M – £25.6M]	€35,4M – €61,3M [£29.6M – £51.2M]
Scheduling & Forecasting	€1,8M – €2,8M [£1.5M – £2.3M]	€17,8M – €27,5M [£14.9M – £23.0M]	€35,6M – €55,0M [£29.7M – £45.9M]
Task Management	€442K – €760K [£352K – £634K]	€4,2M – €7,6M [£3.5M – £6.3M]	€8,4M – €15,2M [£7.0M – £12.7M]
Absence & Leave Management	€44K – €59K [£37K – £49K]	€443K – €586K [£370K – £489K]	€887K – €1,2M [£740K – £978K]
Employee Experience	€1,7M – €3,0M [£1.4M – £2.5M]	€17,0M – €30,0M [£14.2M – £25.0M]	€34,0M – €60,0M [£28.3M – £50.0M]
Total Benefits	**Up to €9,6M** **[£8.0M]**	**Up to €95,7M** **[£79.9M]**	**Up to €191,5M** **[£159.8M]**

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 organisation 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 organisation.

Workforce Performance	SAMPLE BENEFIT RANGE [EUR €] (Conservative— Likely)					
Value Drivers	**5000 Employees**		**50,000 Employees**		**100,000 Employees**	
TIME & ATTENDANCE						
Payroll Savings with Improved Accuracy & Automation	€427K	€457K	€4,3M	€4,6M	€8,5M	€9,1M
Labour Cost Savings with Reduced Time Inflation	€289K	€706K	€2,9M	€7,1M	€5,8M	€14,1M
Reduced Unearned PTO Expense with Automation	€180K	€355K	€1,8M	€3,6M	€3,6M	€7,1M
Employee Turnover Cost Savings with Improved Scheduling	€175K	€285K	€1,8M	€2,9M	€3,5M	€5,7M
Reduced Legacy System Costs	€95K	€142K	€954K	€1,4M	€1,9M	€2,8M
Timekeeping, Data Processing Efficiencies with Automation	€482K	€962K	€4,8M	€9,6M	€9,6M	€19,2M
Retroactive Adjustments & Pay Correction Efficiencies	€32K	€43K	€322K	€431K	€644K	€862K
Employee Self-Service & Automation Time-Off Requests	€90K	€1114K	€900K	€1,1M	€1,8M	€2,3M
	€1,8M	**€3,1M**	**€17,7M**	**€30,6M**	**€35,4M**	**€61,3M**
SCHEDULING & FORECASTING						
Average Transaction Increase with Upselling Opportunities	€259K	€310K	€2,6M	€3,1M	€5,2M	€6,2M
Conversion Rate Increase with Improved Labour-to-Demand Fit	€631K	€856K	€6,3M	€8,6M	€12,6M	€17,1M
Labour Cost Savings with Reduced Over-Scheduling	€236K	€533K	€2,4M	€5,3M	€4,7M	€10,7M
Scheduling Automation Efficiencies	€656K	€1,1M	€6,6M	€10,5M	€13,1M	€21,1M
	€1,8M	**€2,8M**	**€17,8M**	**€27,5M**	**€35,6M**	**€55,0M**
TASK MANAGEMENT						
Increased Store Sales with Improved Task Management	€332K	€664K	€3,3M	€6,6M	€6,6M	€13,3M
Task Management Efficiencies	€90K	€96K	€897K	€957K	€1,8M	€1,9M
	€422K	**€760K**	**€4,2M**	**€7,6M**	**€8,4M**	**€15,2M**
ABSENCE & LEAVE MANAGEMENT						
Payroll Savings with Automated Leave Management	€7K	€14K	€71K	€143K	€143K	€286K
Absence Management Efficiencies with Automation	€37K	€44K	€372K	€443K	€744K	€887K
	€44K	**€59K**	**€443K**	**€586K**	**€887K**	**€1,2M**
COMMUNICATIONS, TRAINING, SURVEYS & DOCUMENTS						
Deskless Turnover Reductions with Improved Engagement	€392K	€926K	€3,9M	€9,3M	€7,8M	€18,5M
Turnover Cost Reduction with Integrated Pulse Surveys	€283K	€283K	€2,8M	€2,8M	€5,7M	€5,7M
Survey, Training & Document Cost Reductions	€626K	€1,1M	€6,3M	€10,8M	€12,5M	€21,6M
Deskless Labour Collaboration Efficiencies	€308K	€616K	€3,1M	€6,2M	€6,2M	€12,3M
Document Search Efficiencies with Mobile Access	€90K	€96K	€897K	€957K	€1,8M	€1,9M
	€1,7M	**€3,0M**	**€17,0M**	**€30,0M**	**€34,0M**	**€60,0M**
TOTAL SAMPLE ANNUAL BENEFITS	**€5,7M**	**€9,6M**	**€56,7M**	**€95,7M**	**€113,5M**	**€191,5M**

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 optimise their workforce, protect against compliance risks, and increase employee engagement to unlock new potential for resiliency and improved performance.

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

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

goodwill

Goodwill Reduces Scheduling Time 90% by Automating Manual Processes

"WorkForce Software is noticeably improving our daily and weekly time management functions. By reducing the amount of time dedicated to scheduling and time corrections, our retail managers can focus more on optimising store operations."

— Jay Lytle, Vice President and Chief Information Officer

MLSE

MLSE Reduces Unplanned Overtime by 60% and Gains 176% ROI within 5 Years

"With the WorkForce Suite and its usability, it's really been easy for us to promote the idea of being a fan of the systems we use and the benefits they bring to employees."

— Meghan Rees, Manager, Scheduling Department, Maple Leaf Sports & Entertainment

SoftwareReviews

Info-Tech Buyer Experience Report Cites 97% of Users Find High Value in WorkForce Software Solutions and Plan to Renew

> With WorkForce Software, it has been perfection redefined and it has helped us almost double productivity. For this, I recommend it.

- Claire N, Finance

> The WorkForce Suite supports every pay rule, every compliance requirement and every unique agreement across your entire employee population.

- Sanjeet K, IT

Learn More

NUCLEUS RESEARCH

Nucleus Research Calls WorkForce Software a Leading Workforce Management Vendor for Solution Usability and Functionality

For nine years, Nucleus Research has recognised WorkForce Software as a leader in the Workforce Management Technology Value Matrix for their consistency in delivering value to hundreds of customers. WorkForce Software has continuously responded to changing needs of employees through renewed investment in automation and analytics across areas including scheduling and communication.

> WorkForce Software proactively adapts to the evolving needs of employees by making substantial investments in automation and analytics, particularly in areas such as scheduling and communication. With capabilities that include demand forecasting, schedule optimisation and support for intricate compliance regulations, WorkForce Software consistently delivers a strong solution that meets the unique requirements of its customers.

— Evelyn McMullen, Research Manager, Nucleus Research

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 labour 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.

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 labour 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.

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), labour cost optimisation, 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.

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 customised 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 labour market.
- While managers today are more aligned with their employees, employers continue to fall short in implementing workplace processes and tools that adequately address their workers' needs. Workforce management technology can play a major role in providing the experiences deskless workers expect and deserve.
- WorkForce Software can meet your team's most unique rules when it comes to scheduling, labour 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 €6.9 million (organisations with 5,000 employees), €69.5 million (50,000 employees) and €139 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 Personalised Value Assessment

Learn More

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