

Leading Retailer Optimizes Kronos Analytics to Boost Conversion

Workforce Insight augments Kronos Analytics to more precisely align with client's business model, enabling store level decision support to improve conversion and profitability



CHALLENGE

This large retailer sought to convert more shoppers to buyers by achieving more precise staffing ratios aligned with forecasted demand.

The organization wished to provide store managers with custom dashboards, delivering at-a-glance views to the most relevant KPIs - allowing real time decision making to improve operational performance. Key leaders within the organization understood the potential of Kronos Analytics and sought third-party expertise to develop the optimal strategy on the front end, prior to the initial deployment of analytics.

SOLUTION

Workforce Insight was engaged to help this client craft the ideal analytics strategy and build the foundation for a data-driven culture, subsequently customizing and extending Kronos Analytics to support corporate and store-level performance goals. Key solution components included:

- **Analytics Assessment & Strategic Planning**, involving deep stakeholder representation from across the enterprise including corporate, finance and store operations to define the ideal framework and customizations required to yield a lift in conversion and operational performance
- **Operational Performance/Compliance Dashboard**, embedding sophisticated customizations to neatly summarize all KPIs being measured at the store level, such as scheduling effectiveness, store coverage (under/over), forecasting accuracy, employee attendance, associate availability, shift patterns and schedule edits
- **Peer Comparison Scorecards/Visualizations**, enabling regional peer-to-peer analysis of operational performance, laying the groundwork for downstream gamification

CLIENT PROFILE

Leading Retailer

 Stores: 974

 Employees: 35,000



"A Christmas Miracle!"

- Executive Sponsor

Project exceeded expectations with outstanding collaboration amid an aggressive timeline, delivering the ideal state Day 1 to accelerate value from Kronos Analytics for Retail