

# Leading Retail Chain Optimizes Scheduling to Improve Customer Experience and Conversion



## ▶ CHALLENGE

As one of the country's leading retail pharmacy chains, the client wanted to maintain their competitive position in the marketplace by enhancing productivity while also providing a more consistently customer-centric experience across its stores. While the company had invested in a workforce management system, it was seeking a project approach that went beyond a sole focus on technology to help meet the company's strategic objectives.

## ▶ SOLUTION

### WFM System Implementation & Optimization

Workforce Insight was engaged to lead the retail client's initiative, using a time-tested approach that focuses on implementation and optimization of the WFM solution to meet specific business and functional requirements while also creating processes, plans and tools that maximize user adoption and promote the long-term success of the project. The successful enterprise-wide initiative included the following components:

**Workforce Management Assessment** to develop a current state understanding of the company's retail and pharmacy operations, and provide best practice future state recommendations based on the company's business requirements

**Business Process Redesign** to create efficiencies and streamline varied timekeeping and scheduling processes across stores

**Labor Standards Development**, establishing standards that synchronize with the WFM technology for optimal effectiveness

**Implementation of Optimized Scheduling, Timekeeping, Forecasting, Budgeting, Operations Planning and Analytics** solutions across the enterprise, including comprehensive project oversight, configuration, testing and rollout support

**Training Services**, including training strategy development and development and delivery of customized end-user training and reference materials

**Change Management** across the enterprise, including an Organizational Readiness Assessment and Impact Analysis; the development of a Sponsorship Plan, Communication & Training Plan, Resistance & Coaching Plan; and using Change Management Benefit Realization & Scorecard tools to monitor and measure success

## CLIENT PROFILE

Fortune 500 Drugstore Chain

 Stores: 7,500

 Employees: 244,000



## Optimized Scheduling, Training & Change Management

Upon successful completion of this project, projected labor savings of 2+ hours per week per store would equate more than \$10M in savings per year for the company. While this number is significant, it does not include the even greater financial gain brought about by increased customer conversion resulting from improved scheduling and timekeeping processes and the newly-implemented WFM solution's ability to staff more effectively by accurately scheduling associates to customer traffic.