

Ensuring Consistent Customer Service

With more than 250 stores to manage, Dick's Sporting Goods found it difficult to monitor implementations of store-level operations, programs and promotions. By adding an execution-management solution from Reflexis Systems, Dedham, Mass., the sporting-goods retailer now ensures consistent customer service enterprise-wide.

"Retail execution management is a whole new category of technology for us because it touches how we execute strategy in our stores and in the field," said Joe Ratay, the Pittsburgh-based retailer's director of store systems. "We knew it could have far-reaching effects for the business if we got it right. Now that it's up and running, we know we got it right."

Reflexis' Web-based RetailAction suite is integrated within Dick's existing retail systems. The suite's four components enable Dick's to manage execution strategies.

The suite's RetailAction Manager delivers closed-loop task management; RetailAction KPI Activator leverages real-

time, exception-based metrics and triggers best-practice actions; RetailAction StoreWalk supports consistent processes during store walks and audits, and RetailAction LaborScheduler optimizes labor schedules via task-driven labor forecasting.



A new execution-management solution is helping Dick's Sporting Goods reduce unnecessary paperwork.

Following a rapid 14-week implementation, Dick's went live with the solution in July 2006. Besides providing store managers with more time to spend on customer-related needs, the solution streamlines communications between headquarters and the stores. In fact, RetailAction can reduce five to 10 hours of unnecessary paperwork and phone calls per week, according to a Reflexis spokesman.

Dick's plans to use the solution to manage operations off of the sales floor as well. For example, RetailAction can help the chain stay abreast of activity in each store's bicycle repair and maintenance department, as well as track the status of home deliveries and assembly of fitness equipment. Both companies declined to reveal when Dick's would pursue this functionality.