

Increase Sales and Improve Productivity with Store Execution Management Software

Task management software combined with other workforce management tools enables the consistent store-level execution of corporate strategy while meeting the unique needs of grocers.



Retailers of all categories invest significant time and money on developing strategies to create a positive in-store customer experience that drives increased sales. But even the most brilliant strategy can fail when it is not executed consistently in the stores. Analysts estimate that the impact in lost revenue of inconsistent store-level execution is between 2 to 5 percent of a retailer's annual sales.

Leading supermarket operators have increased sales, boosted productivity, and improved customer service by implementing Store Execution Management (SEM) solutions including closed-loop task management from Reflexis Systems. By streamlining communications and workflow between corporate and stores, optimizing workload planning, and delivering visibility into completion status and compliance levels, task management software enables grocery chains to con-

sistently execute their strategy and increase operational performance levels.

A fully integrated suite builds upon the task management foundation by adding mobile Store Walk, Labor Scheduling, and Key Performance Indicator (KPI) monitoring applications. Tight integration between the modules enhances a grocer's ability to achieve in-store operations excellence. For example,

when a key metric falls out of defined tolerance levels, the KPI monitoring application can send an alert to the task management application, which then schedules tasks based on best practices that are embedded in the system.

How Supermarkets Benefit from Consistent Store Execution

Supermarket operators that have implemented RetailAction™ solutions have realized the same benefits as other Reflexis customers, such as increased effectiveness in executing new product launches or promotions. But supermarkets can realize even more value in certain areas, due to the unique challenges of the grocery industry. Of particular value to grocers is RetailAction's ability to help preserve their customers' trust by ensuring 100 percent compliance with product recalls, including food items that pose a health hazard and must be pulled quickly from store shelves. Grocers also benefit from

RetailAction through efficient, automated Food Safety Audits, loss prevention, optimized employee

"Reflexis has enabled us to improve the execution of our corporate strategy where it counts the most... at the store. It supports our culture, allowing our associates to be available to customers in the stores as much as possible, and it gives us the visibility we need to see if resources need to be shifted."

— Kevin Carleton,
Director of Retail Automation
at Hannaford

productivity, and consistent execution of seasonal, holiday, and other special promotions.

Ensure Compliance with Product Recalls

Grocers must rapidly respond to recalls, particularly in the case where the product is edible and potentially consumed immediately upon purchase. Without the closed loop communications channel provided by a task management system, a supermarket chain has to send a barrage of emails or make numerous phone calls to its stores to ensure that someone saw the recall notice and had the product pulled from the shelves. Without a system to provide task completion status reports, corporate lacks visibility into which stores have completed the recall and which ones have not. Lacking that visibility, corporate has to spend additional time getting status updates.

About the Reflexis RetailAction™ Solutions

Reflexis Systems, the pioneer and leader in SEM (also called Retail Execution Management) solutions, enables retailers of all kinds to fix the problems of lost sales, poor customer service, reduced employee morale, and diluted brand equity that result from inconsistent execution and workforce inefficiency. The company's RetailAction™ suite is a fully integrated family of products: RetailAction Manager™ (task management), RetailAction StoreWalk™, RetailAction LaborScheduler™, and RetailAction KPI Activator™. The applications can be implemented as a suite or individually, with the option to add modules in phases. RetailAction™ solutions also integrate with leading Time and Attendance and ERP software through standard interfaces. Reflexis customers in the grocery sector include Tesco plc, Food Lion, and Hannaford Bros. Co.



RetailAction Manager™ eliminates this chaos by streamlining communications and providing visibility into recall completion status. The application allows a corporate manager with the proper access privileges to send out the notice immediately to all stores.

RetailAction Manager™'s support for roles-based task assignment ensures that if the primary contact for handling a recall is not present in an individual store, the task is automatically assigned to the appropriate backup to ensure completion. And because the system provides visibility into task completion status in all stores, corporate doesn't have to guess which ones are in compliance.

Task Management and Mobile StoreWalk Make Every Audit Count

A mobile store walk application enables management to monitor and improve store operations. Reflexis customers have reported their district managers' average per-store audit times were reduced from days to hours using the RetailAction StoreWalk™ module. But when integrated with other Reflexis applications, RetailAction StoreWalk is more than just an effective checklist. During a store inspection or audit, a manager can use RetailAction StoreWalk to issue an alert that is passed to the Reflexis task management application. Because the task management application allows the embedding of best

practices, grocers can institutionalize their knowledge about how to respond to certain situations and ensure that the right tasks are completed at the right time, by the right person, and in the right order. Problem areas discovered during a Food Safety, Loss Prevention, or

other audit can be quickly addressed by employees who consistently follow the correct procedures.

Knowledge Plus Action: KPI Tools Activate The Workforce to Do the Right Task

Software programs that track KPIs related to important sales and operations trends enable "management by exception" and allow managers to focus their attention where it is most needed. But an integrated suite can do more than just sound the alarm when a metric falls out of defined tolerance levels – it can activate your organization to take effective steps, again using best practices as the model. Reflexis customers in the grocery sector have integrated

RetailAction Manager™ with RetailAction KPI Activator™. The result is a powerful combination that goes beyond providing real-time updates on important trends: when a problem or opportunity is identified, it can automatically push the right tasks to the right people, along with all the information they need to do the job right the first time.

For example, if a department in a store falls below its gross margin goal in a product category, the system can send an alert as well as assign tasks to

resolve the issue, and even schedule a store walk with a store or regional manager as a follow-up. Grocers say the ability to manage by exception through their Reflexis solution is a huge productivity boost. It gives management just the information they need to capitalize on opportunities and solve problems, instead of requiring them to read lengthy reports to identify strong performers or laggards. The system frees up managers from tedious detail and paperwork and allows them to become business unit leaders.

Task Management's Role in Capitalizing on Cross Training

Supermarkets often cross-train their employees so they can work in multiple departments. But some employees will inevitably be further along in their cross-training program than others. Without a system that can automatically resolve these internal differences, assigning the right task to the right person requires extra effort.

RetailAction Manager™ supports roles-based task assignment, allowing management to leverage the full complement of employees who are qualified to complete a task and thus maximize the use of the entire labor pool. If the produce department in a store is busy and in danger of getting overloaded, the system can identify other qualified employees that can work there and assign them tasks.

The same is true for managing resources across several stores. With Reflexis, employees such as pharmacists who work in multiple pharmacies can log in and see their workload, properly configured for the current location and with specifics appropriate for the store's format. The Reflexis system gives grocers the flexibility they need to

maximize employee productivity while improving customer service at the same time.

Enterprise Implementations for Supermarkets in 17 Weeks or Less

Reflexis maintains an enviable track record of 100 percent on-time and within budget implementations. The proven RetailAction™ applications, combined with the Reflexis implementation methodology and dedicated project teams, enable retailers to successfully roll out their solution quickly and generate a rapid ROI. In the supermarket sector, Reflexis has never taken more than 17 weeks to implement its solution, even across multiple store formats and pharmacies.

And Reflexis does more than just install the software. Reflexis consultants that are part of the implementation team have helped supermarkets improve productivity by providing advice that helps streamline

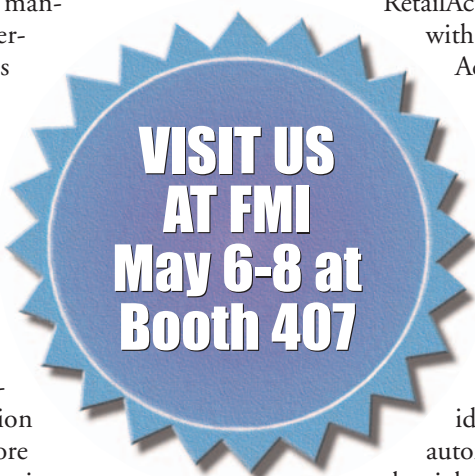
their business processes and makes them more efficient.

It's been said that poor in-store execution is the Achilles heel of even the most brilliant merchandising strategy. By implementing the Reflexis RetailAction™

solutions, grocers can drive increased store-level productivity and consistently execute their plans in all of their stores.

"In my nearly 20 years of retail technology management, this has been one of the smoothest implementations I've yet experienced."

— Doug Miller,
Director of Store Systems,
Food Lion



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