

DRIVE RETAIL OPERATIONS EXCELLENCE WITH REFLEXIS MOBILITY SOLUTIONS

Retail Execution Management solutions from Reflexis help retailers increase sales and improve store-level productivity.

If the best place for store managers to be is on the sales floor providing leadership and customer service, then why are they so often chained to their desks somewhere in a back office, buried under hundreds of email messages, voice mails, memos, and faxes?

Retailers communicate with their stores using a variety of methods, including phone, fax, three-ring binders, and email. The use of email to allocate daily tasks to stores is particularly troublesome. Sending an email is effortless; the volume of messages can quickly spin out of control. Lacking visibility into the volume of workload and communications being sent to their stores, corporate overwhelms its district and store managers with projects, promotions, tasks, and duplicate and contradictory messages. How do the important instructions get spotted?

Streamline Communications and Workflow With Reflexis Mobility Solutions

Reflexis Systems and its fully integrated suite of Retail Execution Management programs have helped some of the largest and most respected retailers in the world streamline communications, coordinate planning, and consistently execute their strategy across all of their stores. RetailAction Manager™, the industry-leading task management application, eliminates communications chaos and isolated planning at the corporate level. It also enables retailers to gain visibility into project execution status and optimise workloads being sent to the stores. The result: stores do exactly what they are supposed to do and the retailer is assured that task priorities are aligned with its overall goals.

A large retail organisation managing multiple projects typically places 25 phone calls and sends 100 or more emails to its stores on a daily basis. With each email requiring one minute to read and another minute to respond, a store manager who receives 100 emails per day will spend an average of more than three hours processing messages and prioritising tasks.

One Reflexis customer reports that prior to implementing RetailAction Manager™, store managers received the equivalent of 2000 pages of information per week, and it would take 65 hours to go through it all. The retailer estimates it wasted £2m a year in miscommunication.

With RetailAction Manager™, store managers receive a list of prioritised tasks, instead of hundreds of uncoordinated email messages. And because RetailAction™ applications run on popular handheld devices such as Blackberries and rugged Symbol mobile computers from Motorola, managers and associates are freed from the chains of traditional desktop email. Wherever they are, district and store managers can access the information they need; they will be empowered and able to manage by exception.

RetailAction™'s support for mobile devices enables managers to report task completion progress in real time while receiving up-to-the-minute updates, even if they are on the sales floor. Managers and store associates can fill in completion surveys on their handhelds as they complete their work, providing feedback quickly to headquarters. Corporate has immediate visibility into key sales and operations trends and the feedback it needs for continuous improvement.

Lock in Operational Gains, Foolproof Audits with Mobile RetailAction StoreWalk™

The problems of using paper-based surveys for store walkthroughs and audits are well documented. Information captured on paper travels slowly, if at all. Reflexis solutions enable retailers to break free from the limitations of paper-based processes. With RetailAction StoreWalk™, managers can complete store audits and walkthroughs in record time. One Reflexis customer reports that by using the application, district managers' per-store audit times were reduced from multiple days to a few hours.

But RetailAction StoreWalk™ is more than just an efficient checklist. Problem areas that show up in the exception-based system can be used to automatically send an alert to the Reflexis task management solution, which can automatically assign tasks in response using best practices as the model. When problems or opportunities are identified, employees can be instructed on what steps to take, and in the correct order.

Turn Knowledge Into Action with RetailAction KPI Activator™

Many software vendors provide programs that display Key Performance Indicators in a dashboard-like interface to help retailers align operational execution with business strategy. But sounding an alert is only half of the solution when a metric falls out of tolerance. Once an issue is identified, what then?

RetailAction KPI Activator™ goes beyond other software tools by not only examining key metrics in real time but also kicking off a corrective task when an exception is detected, thereby activating the organisation to take effective steps. When a metric falls out of defined tolerance levels, RetailAction KPI Activator™ can issue an alert to the Reflexis task management application, which automatically assigns corrective action, again using best practices as the model. The right tasks are pushed to the right people, along with everything they need to do the job right the first time.

With RetailAction KPI Activator™, store managers can use handheld devices to monitor sales in key product categories and immediately compare their store's



performance to others in the chain. Compliance with health and other regulations is assured, as is the timely and complete execution of product recalls. Problems are found and solved quickly. Surprise best sellers and other opportunities are identified early.

Enterprise Implementations in 8 to 21 Weeks

The highly configurable and functionally superior RetailAction™ software, combined with a proven implementation methodology and dedicated project teams, enable Reflexis to achieve a remarkable track record of enterprise wide implementations across multiple store formats in 21 weeks or less -- 100 percent of Reflexis implementations are on time and within budget. The reliability and scalability of RetailAction™ solutions have been affirmed by some of the biggest and best known retailers in the world, including Tesco, B&Q, Marks & Spencer, HomeBase, Sears, Home Depot, and Debenhams.

It's been said that poor in-store execution is the Achilles heel of even the most brilliant merchandising strategy. Analysts say the impact in lost revenues is between 2 to 5 percent of a retailer's annual sales. By implementing Reflexis, retailers can free their employees from the back office, increase store-level productivity, and consistently create a positive in-store customer experience that drives increased sales.

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