

HIGH QUALITY, LOW COST



How WFM helps retailers deliver on their customer promises

De Vries Workforce Management, 2015

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Why read this?

Supermarket managers and retail specialists agree that Workforce Management (WFM) helps to control labor costs, improve store performance and raise profits.

But that's not all. These days, more and more supermarket chains make explicit service promises to their customers. De Vries WFM helps to make those customer promises more than empty marketing phrases.



Why do retailers make customer promises?

1. Higher satisfaction

Customer promises, based on customer needs, motivate employees to work more service-oriented. To the satisfaction of both employee and customer.

2. Less complaints

Customers know what they can expect. This clarity beforehand lessens the number of complaints.

3. Better service

Internal discussions about good service become very concrete when they are translated into customer promises.

4. Good marketing

It's a great marketing tool - as long as you deliver on your promises!



Employees are the critical factor

Customer promises may concern different aspects of your supermarket: price, merchandise, sales channels and even brand identity. But the role of your employees is most important.

Four out of five retailers state that, in recent years, the role of the workforce in enabling customer service has become more important than ever.

WFM helps your staff to deliver

To quote Gartner:

"The need for consistent, productive and engaged sales staff across distributed stores means that retailers are demanding increasing sophistication in forecasting, scheduling, task management and timekeeping capabilities."

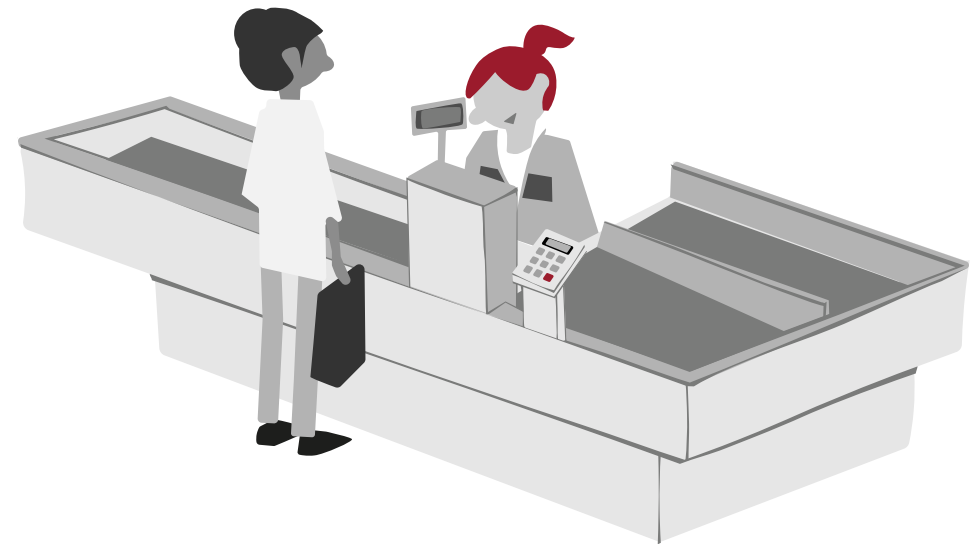
In other words: WFM has many positive effects on both employees and customers. This is why most retailers see "Enhancing the customer experience" as the critical driver for workforce management (WFM) solutions.

So: how does WFM help to deliver on customer promises?

Here are some practical day-to-day examples: four of the most common customer promises and how WFM helps to fulfill them.

- 1. Prompt and swift service**
Retailers promise to help their customers quickly, especially at the checkout but also on the shop floor.

WFM gives you a detailed forecast of the expected traffic during the day.



- 2. Well-kept and well-stocked store**
Supermarkets promise convenient shopping, with all needed items on display.

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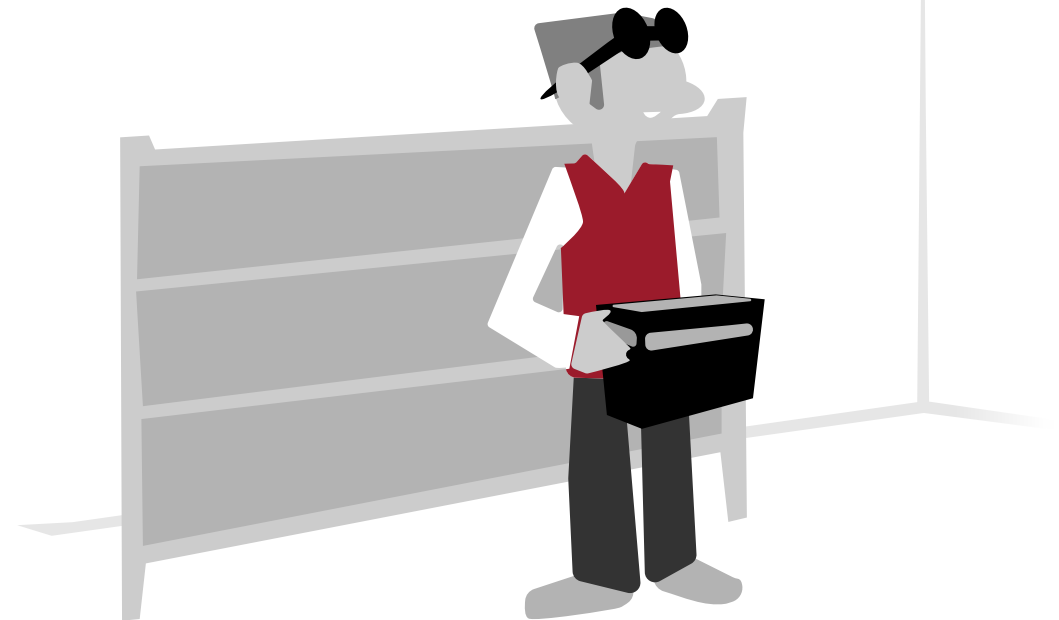
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2.

Well-kept and well-stocked store

Supermarkets promise convenient shopping, with all needed items on display.

WFM helps you to plan activities like cleaning or filling the racks well before rush hours.



3.

A friendly, service-oriented approach

Customers are promised nice and attentive employees, making the store a nice place to visit and shop around in.

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4. Competitive prices

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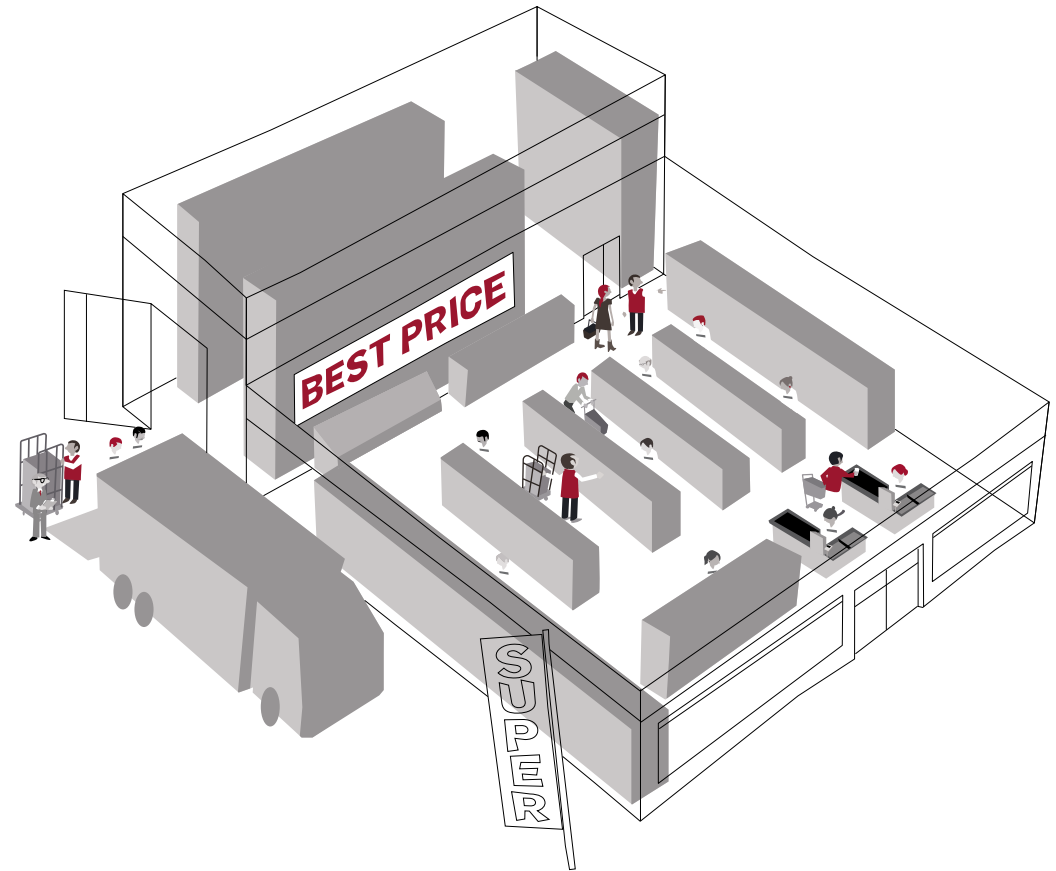
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WFM allows you to control costs of labor much better, often lowering them significantly.



About De Vries WFM

De Vries Workforce Management, a European software company, is the market leader for workforce management solutions in the Dutch retail sector. De Vries WFM has over 30 years of experience in this field.



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