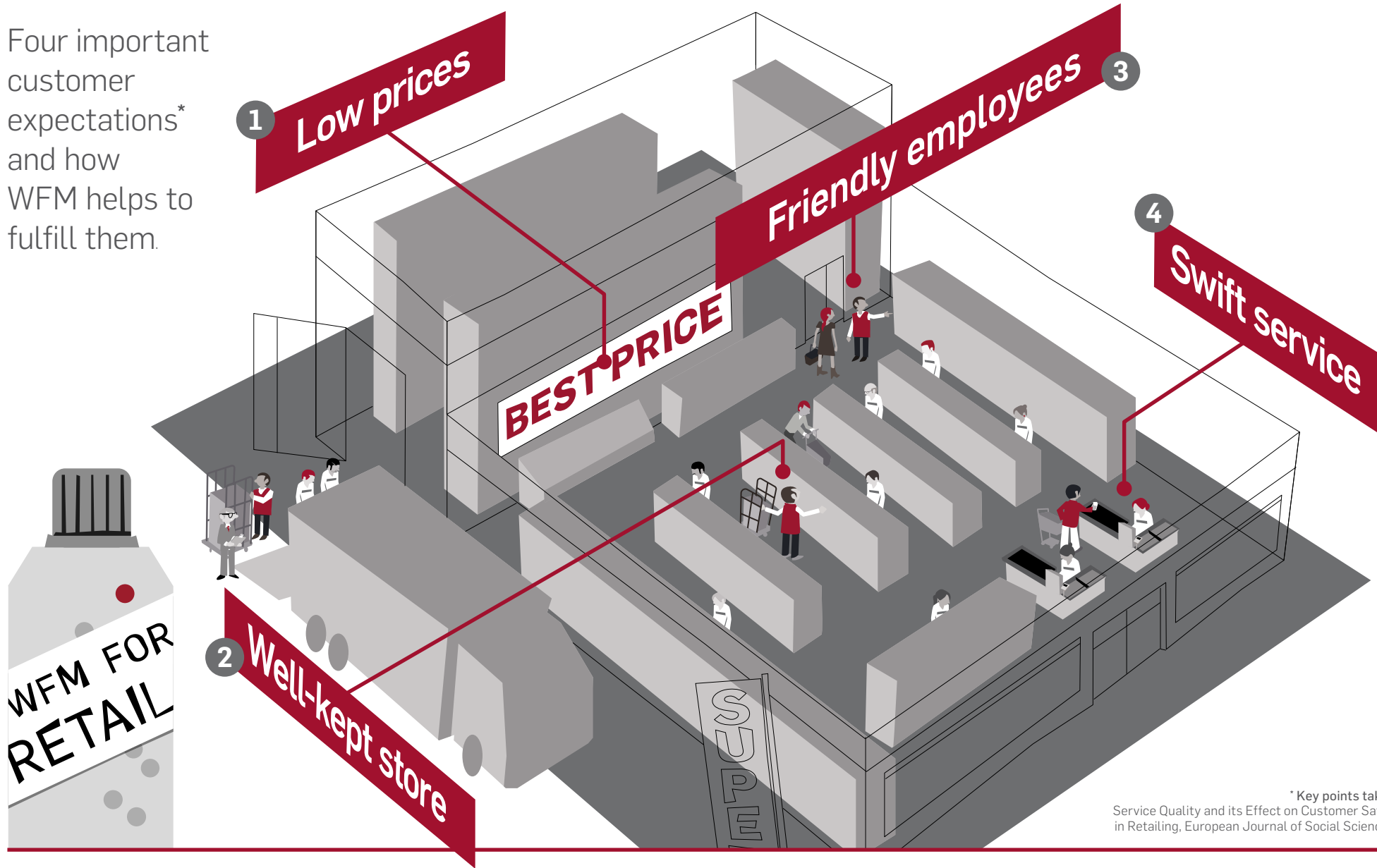


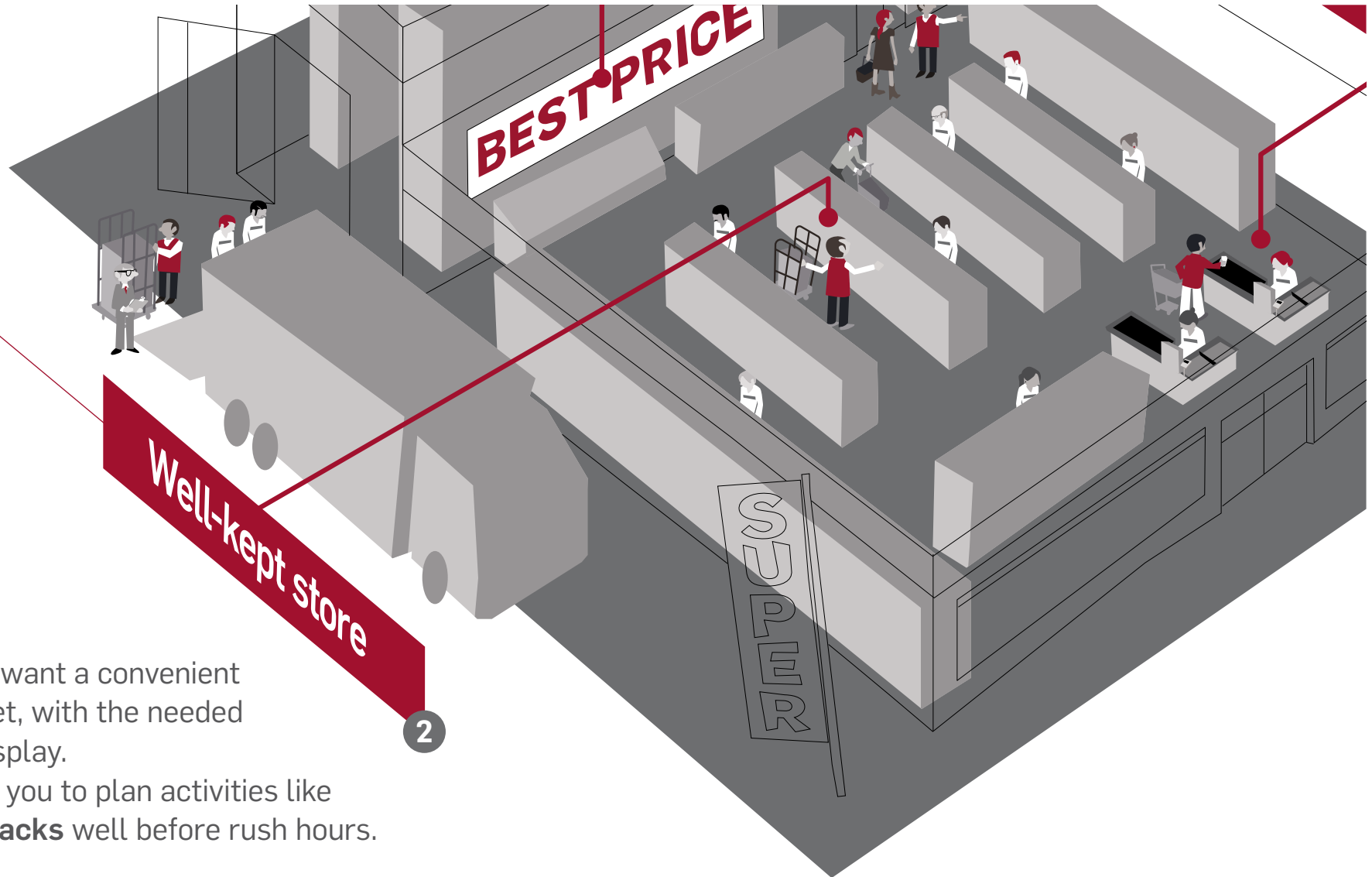
Four important customer expectations\* and how WFM helps to fulfill them.



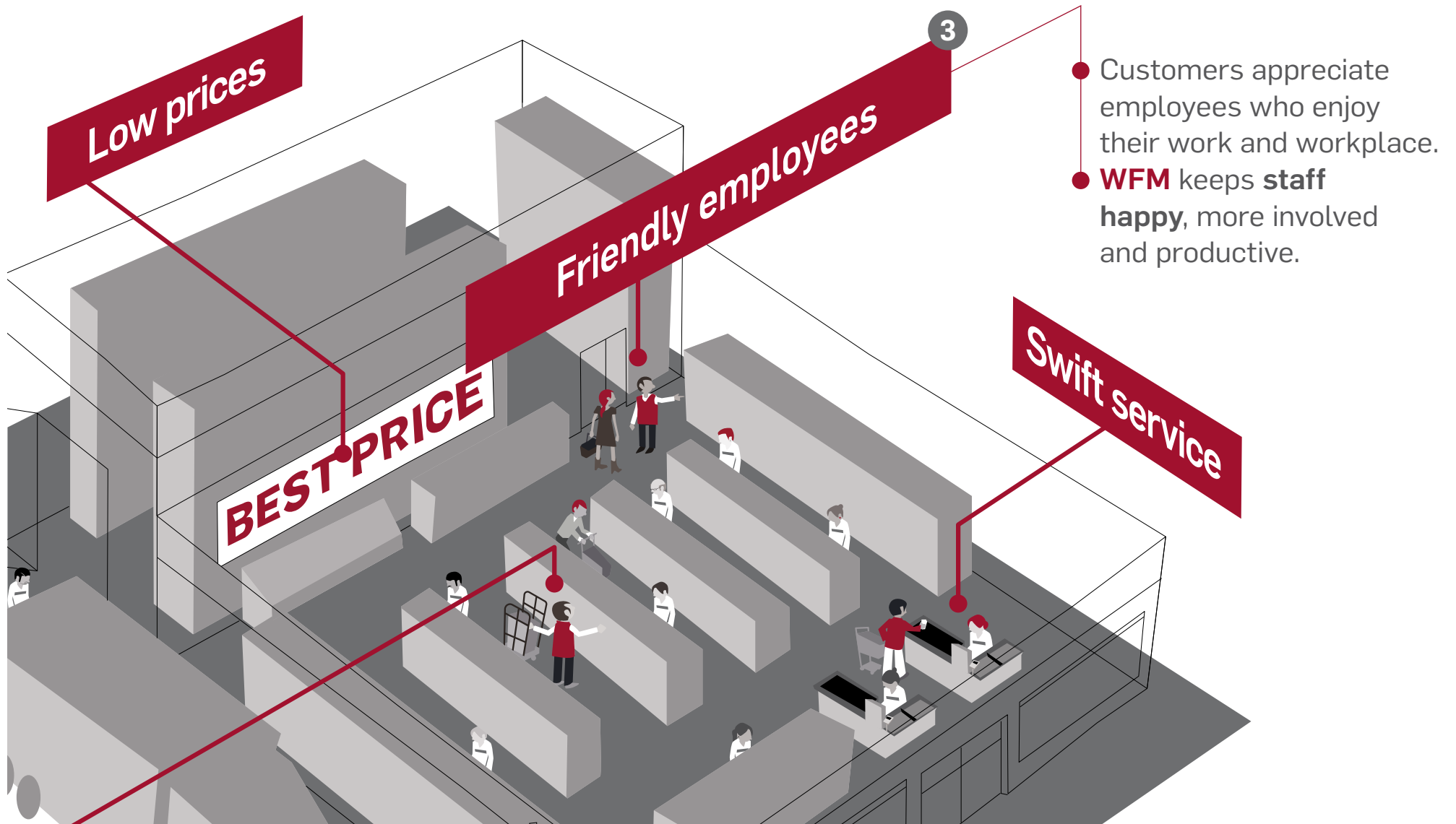
\* Key points taken from: Service Quality and its Effect on Customer Satisfaction in Retailing, European Journal of Social Sciences, 2010

- Customers expect their super-market to be highly **competitive**.
- **WFM** allows you to control costs of labor, often lowering them significantly.





- Customers want a convenient supermarket, with the needed items on display.
- **WFM** helps you to plan activities like **filling the racks** well before rush hours.





- Customers demand to be helped quickly, especially at the **check-out**.
- **WFM** gives you a detailed forecast of the expected traffic during the day.