

Specialty Retailer Optimizes Staffing Schedule

THE CHALLENGE

A national apparel retailer with more than 600 locations evaluated its labor scheduling and wanted to confirm that its staff hours were well-aligned with customer demand. Euclid was engaged to determine whether sales associates were staffed optimally throughout the day.

THE SOLUTION

By installing Euclid sensors, the retailer was able to more effectively measure the performance of in-store operations and optimize staffing. Euclid measured Visitors, Duration, and Bounce Rate to provide much needed context to the retailer's existing KPIs. After only a month, consistent trends were identified.

KEY FINDINGS

Sales associate hours were not aligned with customer demand throughout the day.

- The afternoon was overstaffed with sales associates
- Transaction volume and bounce rate both peaked later in the day, between 5pm and 8pm
- Lines formed at fitting rooms and at the register at the end of the day

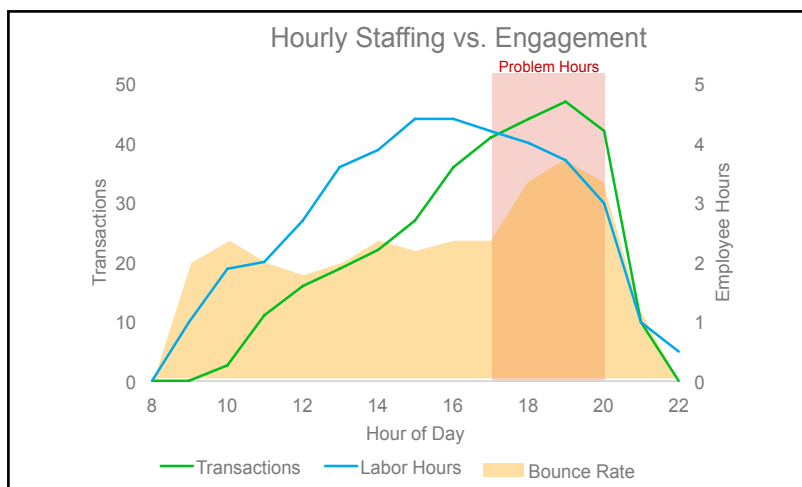


Exhibit 1: Daily labor and shopper engagement trends



OUTCOMES

Euclid's data illuminated a clear misalignment between staffing hours and customer demand. The retailer identified a missed opportunity to convert visitors in the store at the end of the day, when many shoppers were bouncing due to an overwhelmed sales staff. Excess employee hours in the afternoon were shifted to the end of the day when the store was understaffed. Without adding personnel costs, the retailer was able to better utilize its labor resources and improve conversion rate by 1%.

“ Euclid helps us to more intelligently schedule our staff hours so we can ensure excellent customer service in the store. By improving our in-store operations, our customers are happier and our conversion has increased. ”