

Attic Salt Sweetens Sales with WorkForce Experience

Window Display Merchandising Sales Grow by 25% with WorkForce Experience Task Management



ATTIC SALT

"In the past, we had a definite lack of visibility between all of our stores. Our new process ensures the execution is the same across the board in all of our stores and helps stores troubleshoot any issues they're having.."

— Kelsey Leach, Visual Merchandising Manager at Attic Salt

Goals



Improve communication between HQ and stores



Ensure in-store promotions executed properly to boost sales



Increase compliance by streamlining visual merchandising processes

Challenges

- Lack of communication meant HQ had little visibility into how stores executed directives and visual merchandising plans
- Lost sales due to lengthy, email-based approval processes to verify campaign and promotion implementation

The Ask

- A system to help all employees communicate with each other, provide HQ with visibility into stores and help visual merchandising teams validate in-store compliance

The Solution

- With WorkForce Experience, visual merchandising managers can assign tasks to stores, including directives for signage and displays, and corporate guidelines
- Store employees given a set time to complete tasks; HQ notified when tasks are ready for feedback; store employees can make adjustments, then resubmit for approval

Staying On-Task, Staying On-Brand



Increased Sales

More consistent visual merchandising execution by in-store employees led the sale of products displayed in windows to rise by 25%.



Time Saved

Time spent on taking, uploading and emailing photos and feedback between stores and HQ has been reduced by 50%. Visual Merchandising Manager Kelsey Leach estimates she alone saves four full days a month spent on emails.



More Accurate Brand Representation

With the time saved on taking photos and emailing them back and forth, HQ now verifies compliance once per week instead of once per month.



“Now that we can do it in real-time, instead of waiting for emails to trickle in, we’re saving a significant amount of time on merchandising validation in-store and at the head office.”

— Kelsey Leach, Visual Merchandising Manager at Attic Salt

To learn how your team of employees can do more in less time, visit wfsaustralia.com/workforce-suite/employee-experience.

