

# Stretching Out

Fabletics Brings an Online Brand to Life In-Store with WorkForce Experience



"WorkForce Experience is a great way for our team to express everything they're doing in-store and share it with everyone over here at head office as well."

— Alexandra Lambros,  
Manager of Visual Merchandising  
at Fabletics

## Goals



Improve merchandising execution



Gain visibility into store level tasks



Streamline internal communications

## Challenges

- Transitioning from a completely online brand to brick-and-mortar stores, in-store merchandising execution was essential—but it was difficult for HQ to see what was happening in each location on a daily basis
- Slow and inconsistent communication and merchandising validation because it relied on emails between HQ and stores

## The Ask

- A solution that would let HQ see what was happening in-store and follow up accordingly to ensure each store's visual presentation matched the company's overall brand vision
- A system to streamline internal communications and better manage duties

## The Solution

- WorkForce Experience helps Fabletics HQ see what is happening in stores and facilitates real-time feedback to ensure brand vision is brought to life
- By streamlining communication, WorkForce Experience has eliminated the need for long and confusing email threads

# Employee Experience Saves Days of Work for Retailer



## Better Communication

Fabletics has eliminated the need for email and instead uses the WorkForce Experience platform for important conversations related to merchandising execution. Feedback can be sent and received in real time, even when employees are on the sales floor.



## Time Saved on Sending Emails

Fabletics estimates that employees are saving two hours each day in time that used to be spent sending emails. Once in-store displays have been set up, photos can be sent to HQ for validation directly in WorkForce Experience, speeding up the process.



## Improved Visual Merchandising

HQ assigns tasks to stores, collects visual proof of in-store merchandising and provides instant feedback to associates to ensure that each store meets company standards. They can even mark up feedback right on the photos sent from stores.



## Stronger Company Culture

In addition to being a tool for feedback, clarification and approval, WorkForce Experience also allows employees to share best practices, offer advice and showcase their work. "We have a lot of people on our team who love merchandising and want to talk about it," says Lambros.



**Two hours a day** saved on sending emails



**One to seven days** saved on in-store visual merchandising execution



**One day a week** saved on merchandising validation

"Instead of filtering through email threads with stores and trying to click through attachments... all of our stores' information and photos are now in one place. It's a much easier way to keep track of everything and has made our merchandising process so much easier."

— Alexandra Lambros, Manager of Visual Merchandising at Fabletics

Streamline communication, task management, and merchandising. Visit [wfsaustralia.com/workforce-suite/employee-experience](https://wfsaustralia.com/workforce-suite/employee-experience) to learn more.

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