

The Right Fit

How WorkForce Experience Helps Kurt Geiger Put Their Best Foot Forward



KURT GEIGER

"You can really feel that there's a better atmosphere and more of a connection between stores and the head office than there ever was before."

— Alice Millichamp, Retail Operations Manager at Kurt Geiger

Goals



Facilitate real-time communication between HQ and store teams.



Provide technology that appeals to their younger generation of employees.



Gain better visibility into day-to-day operations and brand compliance.

Challenges

- It was impossible to know if store teams received internal communications; HQ was forced to wait days for a response
- Head office had difficulty verifying what got done in-store and ensuring brand standards and directives were followed correctly
- Corporate emails seemed "faceless" and less engaging to employees than other forms of communication

The Ask

- Kurt Geiger needed a better way to communicate, share information, assign tasks, provide feedback and engage with store teams

The Solution

- Adopted WorkForce Experience to streamline communication and knowledge sharing between HQ and store and field teams
- Used as a standalone app to upload/share content that employees find engaging and easy to access and interact with
- Increased visibility due to real-time, two-way communication with task management, survey and multimedia-sharing capabilities

Out-of-the-Box Employee Experience Solution



Streamlined Communication

With WorkForce Experience, Kurt Geiger now enjoys two-way communication with store teams without the need for email or other external messaging tools. Employees can quickly ask questions, seek clarification and access the latest reference materials, brand standards and guidelines to help them perform their jobs better.



More Engaged Employees

Kurt Geiger uses WorkForce Experience as a centralised communications hub to foster more meaningful connections with teams. The solution's social media-like interface is accessible to all employees, allowing them to easily interact with content and communicate with colleagues, helping foster a greater brand purpose.



Increased Brand Compliance

Using WorkForce Experience, leaders at HQ can create a task, request photos of promotions and displays, attach any relevant information, assign it to as many locations or users as needed and monitor the results as they roll in—shaving days off task assignment and completion.



Improved Company Culture

WorkForce Experience allows employees to ask questions about products, report any issues they're having at the store level and share frequent customer inquiries or comments about certain styles, which helps customers and store teams feel like their feedback is valuable and appreciated.



“People working in the stores feel like they have a voice and a platform to share their thoughts and be heard.”

— Alice Millichamp, Retail Operations Manager at Kurt Geiger

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