Belk Improves Customer Experience With Reflexis Workforce Management and Analytics

> " Reflexis enables us to take massive amounts of data, put it in easily translatable and understandable formats, and have fact-based discussions with store managers that lead to better decision making. "
>
> *-Director of Workforce Management, Belk*

BACKGROUND

Belk is privately owned fashion department store with locations in 16 states. The company is committed to serving its communities with fashion for the whole family, cosmetics, home décor, and more.

COMPANY CHALLENGES

To effectively serve modern customers, Belk sought to deliver a seamless and satisfying omnichannel experience. So, it reviewed its labor management processes and decided to better align sales floor coverage with customer demand to improve the shopping experience.

Belk felt it was critical to implement a centralized labor management solution for its widely distributed workforce. This would enable effective oversight of store labor; it would also improve associate and shopper engagement and provide a higher quality of work-life for employees. Belk also needed a system that could accommodate complex labor scheduling changes, collecting and analyzing a wide range of workforce and customer data from existing internal and third-party corporate applications.

SOLUTION

After evaluating several leading software providers, Belk selected the Reflexis Workforce Scheduler™ for labor budgeting, forecasting, and scheduling with Employee Self-Service™ and Advanced Analytics and Reporting™. Belk believed this unified approach would free up managers and empower employees to be more effective, leading to better customer interactions.

Belk was also impressed by Reflexis' functionality, ease of use, and high configurability, which supports stores' unique needs. Additionally, Reflexis has a track record of fast implementations and excellent customer service.

BENEFITS

After deployment, there were a number of quantitative and qualitative benefits, and they included:

- Improved alignment of floor coverage with demand: Using Belk's profitability goals and customer and workforce data, Workforce Scheduler generates more accurate forecasts of store traffic. Belk can schedule the right number of people during peak periods of the day, but reduce associate levels during slower hours.

- Scheduling ease, fairness, and accuracy: For managers, Reflexis streamlines the process of writing and editing schedules. With Employee Self-Service, associates have input into the scheduling process, and managers easily factor in worker preference and scheduling fairness, with requisite days or hours off.

Belk also saw significant ROI. During the implementation phase, Belk compared performance between stores live with Reflexis to those that hadn't yet rolled out the solutions. They found the live stores had:

- An 80 basis points increase in sales, translating to an annual increase in sales of about $31 million.

- A $5 million redeployment of annual payroll. This includes redeploying hours to when Belk most needs them and reducing associate out-of-schedule punch-ins.

- A $1.7 million reduction in annual payroll, by reducing meal break variances and early punches from eight minutes per shift to under a minute.

- A 500-basis point lift in customer service scores. The customers surveyed in non-Reflexis stores scored about 74 percent in the highly satisfied category, compared to 78 percent at Reflexis-enabled stores.

Overall, Reflexis has enabled Belk to better engage associates, boost profitability, and streamline scheduling processes. And because of that, through greater empowerment and improved morale, employees are more committed and effective in their jobs. Ultimately, this means a better customer experience.

SUMMARY

- Better alignment of associates with customer demand

- $1.7 million reduction in annual payroll

- A $5 million redeployment of annual payroll

REFLEXIS AT-A-GLANCE

Reflexis has helped 275-plus global retailers, restaurants, banks, and hotels simplify operations, optimize labor spend, and improve work execution. The Reflexis ONE™ real-time work platform streamlines task and workforce management, improves visibility for managers, and empowers a superior customer experience.

REFLEXIS

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