

Burlington Stores Improves Compliance, Streamlines Communication with Reflexis



BACKGROUND

In 1924, Burlington Stores opened as a wholesaler of ladies' coats and junior suits. The company evolved into a retailer of designer clothing, shoes, accessories, baby products, and home furnishings. By 2008, Burlington Stores operated more than 390 locations in 44 states. As the company expanded into new product categories and opened new stores, it always prioritized delivering value to customers.



The closed-loop system has allowed us to streamline communication and reduce the volume of corporate-to-store email. The system allows store managers and associates to reduce time spent working on less productive tasks and paperwork so they can spend more time on the sales floor helping customers and driving increased sales. //

-Vice President of Stores for Burlington Stores

COMPANY CHALLENGES

Like most growing retailers, as Burlington Stores added new locations, it was increasingly difficult to ensure consistent execution of corporate initiatives, such as setting up new displays, promotions, and product launches. The company also needed to guarantee that, in the case of product recalls, merchandise was quickly pulled off store shelves. Burlington Stores relied primarily on email to communicate corporate-driven tasks to the locations, but found this method couldn't enable the management of cross-chain compliance.

Some store directives were unauthorized; others weren't aligned with corporate strategy. Additionally, if an email were incomplete or had incorrect information, corporate had to send out a corrective message. Store managers would sometimes receive multiple update emails about the same project, potentially causing confusion about what to do and when. And once an initiative was sent to the stores, headquarters found it very difficult to confirm which stores had or hadn't completed an assigned task.

Burlington Stores then decided to prioritize improving operations and execution of corporate strategy. So, it needed a retail execution solution to coordinate planning, streamline communication, measure task completion status, and monitor compliance.

SOLUTION

After a thorough review, Burlington Stores selected the Reflexis Real-Time Task Manager™ and the Q-Walk™ inspection solutions. These scalable and configurable applications boost in-store operational productivity and ensure consistent execution of retail strategy. Reflexis also offered a track record of on-time and on-budget implementations.

Real-Time Task Manager helps Burlington Stores streamline corporate planning. Managers no longer plan corporate initiatives (such as new product launches and promotions) in isolation. Before a project is launched to the stores, corporate gatekeepers evaluate the effect on store workload. If a store has a busy week, lower-priority projects can be easily rescheduled to prevent overloading that location.

Burlington Stores enables managers to have mobile access to Q-Walk, to ensure in-store compliance and to boost field productivity. District and regional managers perform store inspections and audits, and report from the sales floor to headquarters in real-time. This leaves managers more time to mentor associates and assist customers.

RESULTS

The Reflexis implementation was configured to support Burlington Store's specific business processes and took 15 weeks. Soon after completion, the company saw benefits, including improved productivity, and higher task completion and compliance levels. Managers also can monitor key metrics and respond proactively using best retail practices.

After go-live, Burlington Stores collected and analyzed data to determine hard and soft benefits. Previously, compliance calculation was difficult, relying on a cumbersome and challenging information-gathering process, involving long reports and email threads. But now, Burlington Stores can monitor compliance levels in real-time in all stores, manage by exception, and focus on the most important problems and opportunities.

After one year, Burlington Stores identified the following benefits:

- 94 percent task compliance in all stores
- 95 percent reduction in corporate-to-stores email

- Product recalls: merchandise pulled off the shelves within hours, nationwide
- Improved efficiency for managers in the field: walk-throughs executed through mobile devices instead of paper, tasks prioritized up to two weeks ahead of schedule
- Real-time visibility into who has (and has not) completed markdowns, floor moves, and other corporate-driven tasks

In the decade after go-live, Burlington Stores has seen ongoing benefits partnering with Reflexis. The company has continued to invest in improving its task management and store execution.

SUMMARY

- 94 percent task compliance in all stores, with real-time visibility into project completion
- 95 percent reduction in corporate-to-stores email
- Product recalls executed within hours nationwide

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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