



Coop Switzerland Improves Communication and Task Execution Visibility

BACKGROUND

With 90,000 employees working from 2,400-plus locations, Coop Switzerland is one of Switzerland's largest employers. They operate supermarkets, megastores, convenience stores, department stores, and petrol filling stations. In addition to their retail operations in the food, non-food, and service sectors, the company is also a manufacturer and global wholesaler.



The Reflexis Task Manager™ web-based solution has enabled Coop to use just one key system to communicate clearly to its estate. Targeting tasks to only relevant stores and departments has increased efficiency and freed up valuable time for the store team to spend with customers and maximize sales. //

-August Harder, CIO, Coop Switzerland

COMPANY CHALLENGES

With so many locations and employees, Coop Switzerland struggled with headquarters-to-store communications. There was no consistent format or process in place for task assignment and communication. Headquarters shared communications and assigned tasks via multiple forms of media, such as intranet, email, paper, and more. Communications consequently arrived inconsistently to the stores, after being filtered through multiple people and roles. Stores and frontline teams often received unintended or irrelevant communications. Without a fully integrated process, management was unable to see those stores that had not received communications, or had pending or overdue tasks.

SOLUTION

Coop Switzerland decided to roll out one platform that would provide a consistent and responsive platform for corporate-to-store communication. They selected Reflexis as a partner, given the solution provider's retail expertise and functional specialization. The Reflexis Task Manager application is an intelligent real-time execution platform that offers a single place to create, approve, and view all task information—and to monitor completion status and compliance.

Coop Switzerland now leverages Task Manager to communicate with stores. The new system and streamlined communications process give corporate stakeholders the power to easily share everything from product information and price reductions to promotional plans and product recalls. It also distributes advertising campaigns, daily and weekly bulletins, and delivery information.

Reflexis integrates with Coop Switzerland's existing systems, including the SAP Enterprise Resource Planning (ERP) backbone. Task Manager regularly takes in and integrates all store and user information for presentation to end users, and stakeholders see only the appropriate data relevant to their roles, departments, and stores.

Additionally, Task Manager users automatically share product-level information, tasks and updates—but with only the locations that actually stock the relevant products involved in the workflows. When creating projects in Task Manager, the authors integrate data and distribution lists from other systems: This reduces the time store users must spend reading and implementing projects.

Reflexis configured the application to support Coop Switzerland's own organizational structure. For example, stores have regional autonomy and aren't directly managed from headquarters. That way, the workflows for communication or task creation/approval reflect each region's own business processes, with support for the French, Swiss-German, and Italian languages.

BENEFITS

After deploying Task Manager, some 19,000 users could leverage Reflexis to simplify the creation and execution of about 750 weekly projects. This has resulted in many benefits—for instance, the stores:

- Access communication from one system and receive only relevant information, optimizing the workload and increasing the time managers and

associates can spend with customers

- Have employees who see prioritized communications, addressed directly to the departments in which they work
- Have the capability of being managed by exception, both locally and regionally—managers can view which communications are pending or late and facilitate their completion
- Rely on clearly defined processes and approval workflows for each communication type, which enables greater execution consistency
- Provide feedback to the rest of the organization

Additionally, the organization sees what happens in real-time, so managers can quickly respond to new information—this results in even better service for customers.

SUMMARY

Task Manager has enabled Coop Switzerland stores to:

- Have a single place to access communication
- Receive only relevant information
- See prioritized communication for specific departments
- Be managed by exception

REFLEXIS AT-A-GLANCE

Reflexis has helped over 275 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.



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