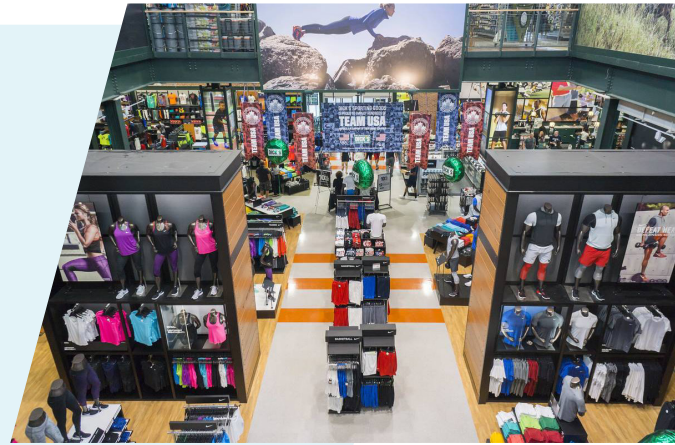




Dick's Sporting Goods Improves Store-Level Execution with Reflexis Task Manager

BACKGROUND

From its beginning as a modest bait and tackle shop opened in Binghamton, NY in 1948, Dick's Sporting Goods has grown to become a recognized sports and fitness specialty retailer with more than 600 stores in 46 states. The sporting goods retailer offers a wide assortment of brand name equipment, apparel, and footwear in a specialty store environment – stores contain on average five smaller shops for displaying products in core categories such as hunting and fishing, golf, biking, and more. This "Store-in-a-Store" atmosphere allows the retailer to prominently differentiate core categories from other departments using different displays, fixtures, and signage. Dick's Sporting Goods operates three different types of store formats, which gives the fast growing retailer flexibility to enter markets that vary in size.



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*-Director of Store Systems and Processes,
Dick's Sporting Goods*

COMPANY CHALLENGES

As Dick's Sporting Goods expanded, it found it increasingly difficult to monitor store-level operations, promotions, and other activities for its various departments and store formats. The retailer also struggled to keep its stores up to date and used a variety of communication methods, including email, traditional mail, phone, and an intranet. Because those methods of sending information to the stores lack closed-loop feedback, corporate found it difficult to determine which stores had correctly set up displays and completed other operational tasks, and which ones had not.

SOLUTION

In 2006, Dick's Sporting Goods implemented Reflexis Task Manager™, the industry-leading task management solution from Reflexis Systems, in all of the stores in its chain, including all store formats. The solution was implemented in only 14 weeks, which included integrating the web-based solution with the company's existing portfolio of retail software. The Reflexis implementation team worked closely with Dick's Sporting Goods to ensure its solution satisfied the retailer's requirements. The retailer was able to go live in all of its stores at once, without requiring a pilot phase.

The Reflexis Task Manager enables Dick's Sporting Goods to consistently manage new product rollouts, store resets, promotions, workloads, and more, ensuring consistent execution of the company's retail strategy.

BENEFITS

Dick's Sporting Goods saw a variety of benefits from their Reflexis solutions:

- Corporate can monitor task completion and compliance levels through an easy-to-use dashboard interface. Management by exception allows corporate to focus attention where it is most needed.
- Streamlined communication of projects ensures stores get the right information at the right time. Stores view assignments and priorities without having to rely on uncoordinated email and voicemail.
- Closed-loop, two-way communication allows feedback from stores to be sent to corporate, supporting continuous improvement.
- Corporate can launch new projects such as merchandising promotions, store resets, and more using standard templates, resulting in consistent planning for all initiatives.

"This is one of those rare occasions when the selection process took longer than the implementation itself. The Reflexis implementation team responded to our requirements to drive business benefit with a 'can-do' attitude and the technical know-how to back it up. By the time we were ready to go live, the product fit was at 100 percent, and we still have the flexibility to reconfigure as we go," said the Director of Store Systems and Processes.



SUMMARY

- Delivered real-time store execution visibility across the organization
- Improved workload and labor planning
- Streamlined communication of hundreds of projects a month to stores

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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