

# Fanatics Streamlines Corporate-to-Store Communication with Reflexis Task Manager

## BACKGROUND

Fanatics is a leading sports apparel and fan gear retailer, offering the largest collection of sports equipment, memorabilia, and collectibles through e-commerce and merchandising. Founded in 1995, Fanatics operates more than 300 online and offline stores, including the e-commerce business for all major professional sports leagues, major media brands, and more than 200 collegiate and professional team properties.

Fanatics has an innovative, tech-infused approach to selling sports merchandise to today's sports fans, whether they're at home or out at a game. Fanatics also sells sports merchandise at major events such as the Kentucky Derby, Ryder Cup, and NHL's Winter Classic.

Fanatics wanted to simplify communication across the organization, making it easier to execute promotions and other important initiatives. To accomplish this goal, they selected Reflexis Task Manager to streamline communication and provide more visibility into what tasks were being sent and when they were being completed.



Reflexis is far more advanced than any other competitor. It has the full capability to give us all the results we needed. //

*-Michael Moran, VP of Retail Operations*

## COMPANY CHALLENGES

Early on, Fanatics didn't have any communication systems, so they had no way to disseminate information consistently and follow through on execution. They also had very little visibility into what tasks were being completed and when they were being completed. That lack of visibility made it difficult to understand whether merchandising had set up displays properly for the right events.

Fanatics also had to contend with the challenge of being five different companies brought together into one, as well as bringing together and synchronizing the communications methodology of those companies. "The biggest issue was constant communication via phone and email," says Michael Moran, VP of Retail Operations at Fanatics. "It basically took the merchant team to its knees because we had 40 venues all calling every day."

## SOLUTION

Fanatics selected Reflexis Task Manager to consolidate communication onto one single platform and improve their merchandising processes. Reflexis Task Manager ensures consistent and effective communication, timely execution of all major merchandising projects, and trackable results that can be used to constantly improve store operations. "It's far more advanced than any other competitor," Moran says. "It has the full capability to give us all the results we needed."

Fanatics also chose Reflexis because of their track record providing world-class support to retailers both during implementation and throughout their relationship as a customer. "When you're looking for any type of support, they're fantastic," says Moran. "You'll build great relationships and the team is truly caring towards each other and the client."

## BENEFITS

Fanatics saw substantial improvements to their store execution. "Some of the really key benefits that we identified in our ROI process and that we have measured since have been promotional improvements," says Moran. Reflexis Task Manager has made it easier to get promotions set up, to track promotions, and to make assessments based on quantifiable results.

Streamlining communication also simplified the process of launching merchandising tasks. This ensures that the merchandising team knows how to complete them, and can notify managers that they have been completed properly. With Reflexis Task Manager, visibility was increased into what tasks are being sent to individual venues, and merchandising teams are able to set up properly for the right events.

Fanatics plans to continue consolidating systems and simplifying processes across the organization. "We're making sure that we're designing all of our systems on one environment," says Moran. "That will give us the advantage when it comes to customer contact points; everything is very seamless and natural."



## SUMMARY

- Consolidated and synchronized communication strategies across the organization
- Simplified the process of launching and completing merchandising-related tasks
- Ensured consistent execution of promotions across venues

## 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.

# REFLEXIS

For more information, visit [www.reflexisinc.com](http://www.reflexisinc.com).

Phone: +1 (781) 493-3400 // E-mail: [info@reflexisinc.com](mailto:info@reflexisinc.com)