

Sally Beauty Holding Streamlines Store Execution and Communications with Reflexis Task Manager

BACKGROUND

Sally Beauty Holdings is a leading beauty retailer, offering a range of high-quality products and tools for hair, nails, and skincare. They operate over 5,100 stores worldwide under several banners, including Sally Beauty stores, which cater to consumers shopping for personal use, and CosmoProf Beauty stores, which distribute professional quality products to salons.

In order to provide the best possible experience for all their customers—individual and professional, now and in the future—Sally Beauty is investing in transforming their stores and upgrading in-store technology. As part of this investment, they implemented the Reflexis ONE platform to modernize their retail operations and ensure a consistent, high-quality customer experience across all their stores and banners.



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-David Hamilton, Director of Store Operations

COMPANY CHALLENGES

Like many retailers, Sally Beauty struggled with operational inefficiencies. With as many as 8,000 products in every store, their model is SKU-intensive. Store associates needed to be able to provide expert guidance, set planograms to vendor specifications, and execute promotions for every product. However, with multiple store systems and communication channels, it was a challenge to ensure that associates were getting all the information they needed to accomplish this.

Field and corporate managers also had limited visibility into what was happening at the store level. At the same time, the company's transformation and reorganization efforts resulted in district managers managing 20 stores on average, up from 12. They were spending hours trying to manually track stores' activities and results via emails and phone calls.

Sally Beauty wanted both their field and district managers, as well as their frontline staff, to be able to work smarter, not harder.

SOLUTION

To achieve this goal, Sally Beauty wanted a unified platform to digitize and automate their processes, including store execution, activity planning, corporate-to-store communications, and document sharing. They selected the Reflexis ONE platform because it gave store associates a single, mobile touchpoint for every system they use over the course of the day. It managed clocking in, checking compliance updates from the corporate office, and completing both routine tasks and one-off projects and promotions. Associates can access all the Reflexis solutions in the user-friendly MyWork environment from store-provided iPads.

“We were looking to also implement workforce management, so it was important that we had one platform that we could use with our stores,” says Dave Hamilton, Director of Store Operations. “Reflexis had the platform that fulfilled all of the task, workforce, and document repository requirements that we needed to implement.”

Sally Beauty implemented Reflexis Task Manager, which allows them to create a central activity calendar and track the execution of important tasks like planograms. They also implemented Reflexis Q-Docs, which enables them to provide associates with easy access to vendor guidelines, compliance documentation, training resources, and more—as well as Reflexis Time and Attendance. They are in the process of implementing Reflexis Workforce Scheduler.

RESULTS

Implementing the Reflexis ONE platform enabled Sally Beauty to reduce third-party costs, eliminate manual processes, and save time for district managers, store managers, and store associates.

Improved line-of-sight for field and corporate managers is another major benefit. “From a task standpoint, just the fact that we can measure how our stores are doing—planograms, as an example, being able to tell our vendors that this particular planogram has been completed,” Hamilton explains. “We can look at price changes, we can look at all of the different tasks that we’re putting out in our stores. It’s critical that we had that ability to see into the stores ... without having to visit every store.”

Additionally, with mobile access to policies, operating procedures, and vendor documentation in Q-Docs, store associates can easily answer questions and execute projects more efficiently. Equipped with a searchable, up-to-date knowledge center, associates can spend more time with customers, guiding them through the buyer’s journey.

“The next step is to get our stores up on scheduling ... We’ll be able to tie in task and the scheduling piece and to look to ultimately improve our sales,” Hamilton adds.

SUMMARY

- Consolidated store systems to reduce third-party costs and streamline execution
- Centralized communications to save time and effectively direct messages
- Improved line-of-sight for field and corporate managers

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.

The Reflexis logo features the word "REFLEXIS" in a bold, black, sans-serif font. The letter "I" is replaced by a stylized human figure with arms raised, rendered in blue and black.

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