WorkForce Software Retail Task Management

Bring Your Brand to Life and Deliver a Great Experience for Your Employees and Customers

Exceptional customer buying experiences—across omnichannel e-commerce, fulfillment, and brick-and-mortar stores—are critical for retail profitability and building long-term customer loyalty. Top-performing retailers know that to be successful, you must win and keep top talent, and enable them to be their best no matter where or when work happens.

The WorkForce Suite combines the market's leading communications and task management capabilities to equip your associates to represent your brand, optimize retail operations, and improve employee engagement—all of which deliver a winning customer experience.

Retail Task Management That Supports Employee and Customer Experience

Optimize Store Execution to Improve Customer Experience

- Immerse retail associates in your brand with clear, consistent task-based guidance on brand standards, visual merchandising best practices, store inspections, and active promotional campaigns
- Ensure compliant, efficient store execution across locations with a document repository for files and reference materials—available at everyone's fingertips
- Create workflows that mimic your company's hierarchy so tasks are always sent to, managed, and approved by the right team members

Streamline Internal Communications

- Provide mobile access to critical communications and information from HQ, regional, and store managers that enable associates to get work done
- Encourage collaboration with Channels to help associates stay informed, share success stories, and exchange ideas that improve customer experiences
- Focus communications to specific teams or locations to avoid confusion, and automatically pause communications when associates are not at work to provide necessary time to rest and recharge

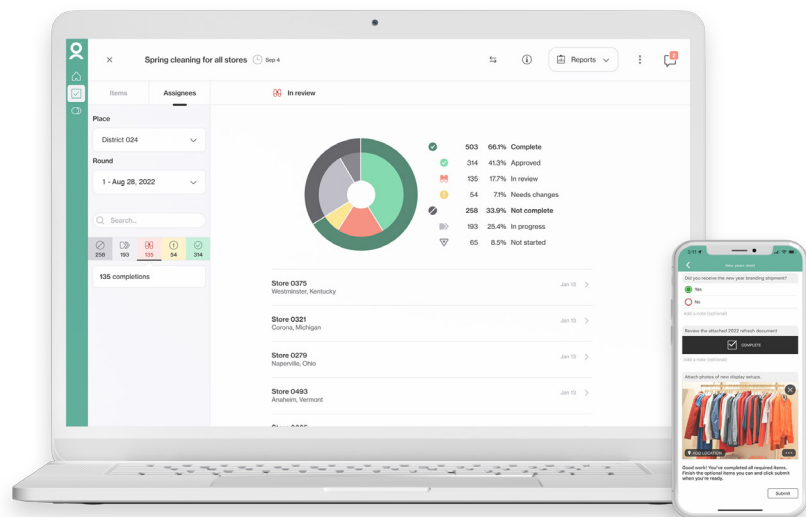### Track, Refine, and Improve Task Execution and Compliance

- Easily identify overdue or upcoming tasks to keep store teams focused on the right activities
- Refine workflows and improve store productivity with detailed task feedback, including mobile photos and videos; fully configurable checklists; and process documents
- Review and approve tasks and identify bottlenecks in processes or areas for additional associate training and support

> "We went from having virtually no communication between teams to having one core, unified communication channel that connected our visual merchandising, marketing, and operations groups. Suddenly, all of our partners can see what's happening in the rest of the world—who's doing what, what's working well—and can start replicating those best practices in their locations."
>
> — *Thiago Rigo, Online & Stores for Global Partner Markets, Converse*

Your Complete Retail Workforce Solution for Associate Task Management and Communications

Boost Communication and Collaboration

- Create space for associates to collaborate, celebrate their co-workers, and share best practices with Channels

- Eliminate emails and external messaging tools like WhatsApp, GroupMe, and SMS texts

- Share important announcements and news with Broadcast, keeping everyone up to date and on the same page

Get Work Done Right Every Time

- Distribute the right task to the right associate at the right time, accessible on any device

- Stay in control with a calendar of upcoming tasks and alerts for those at risk of being overdue

- Create workflows that mimic your company's processes; define priorities, deadlines, brand standards, and dependencies

Help Associates Deliver Breakthrough Customer Experiences

- Identify areas to improve task execution and workflows with real-time analytics

- Deliver timely training to improve employee skills and quickly improve compliance with brand standards and promotional campaigns

- Organize and share your team's store execution files, playbooks, and visual guides in any format—all in one place and accessible 24/7

To learn how WorkForce Software can help your retail team master task management and thrive operationally, visit workforcesoftware.com/retail

workforce SOFTWARE