



SPOTTING THE RETAIL OPS OPPORTUNITY AND WEIGHING UP THE OPTIONS

WITH CEGID RETAIL STORE EXCELLENCE

WE SPEAK TO RETAILERS EVERY DAY WHO TELL US THEIR RETAIL OPERATIONS FRUSTRATIONS....

“We spend ages collating information from stores, each store completes tasks, checks, uploads photos. It is hard to measure compliance and give structured feedback”

“We communicate with stores over email, intranet, social channels and phone. It’s not easy for store teams to find what they need to manage and prioritise their work”

“We share store photos on email or WhatsApp, but it’s ad hoc, so they don’t give a true view of the customer experience. It’s impossible to give structured feedback to stores.”



THESE ARE ALL PROBLEMS THAT CEGID RETAIL STORE EXCELLENCE CAN OVERCOME

Cegid Retail Store Excellence has many great features but here are the ones that solves the main pains we find retailers have today:

- Task Management
- Store Comms
- Checklists
- Store Visits
- Visual Merchandising
- Reporting
- Store Database
- Activity Planning
- Team Learning

Cegid Retail Store Excellence is a powerful Task Management for Retail Operations solution and has evolved to solve new Retail Operations challenges with the input from some of our most prestigious customers.



WEIGHING UP THE RETAIL OPS OPTIONS

Retailers are facing tough times with rising inflation and consumers scaling back their spending.

A question we often hear from retailers is: "Is NOW the right time to invest in a retail ops solution?"

Retail operations and store teams are stretched to breaking point. They are juggling complex omnichannel store operations and noise from multiple messaging channels. This complexity leaks time. That’s time spent away from the shop floor - time away from customers and closing sales.

We know that retailers are under increasing pressure to keep their cost base down and are looking to remove cost rather than invest. So, in this guide, we assess the options to solve these retail challenges by looking at the impact on retailers’ profitability (P&L) and people.

Buying software from an external provider is 50% of the cost of building the software in-house (The Software Report) and comes with the added benefit of experience. For Cegid Retail Store Excellence that means the experiences of the 15,000 stores that have helped shape Cegid Retail Store Excellence into the market-leading choice for retail operations.

So, our answer is: “If not NOW... when is the right time to increase the effectiveness of your retail operation?”

SO WHAT ARE THE RETAIL OPERATIONS OPTIONS AVAILABLE?

- 1 BUY SOFTWARE BUILT FOR RETAIL TASK MANAGEMENT
- 2 IT DEPARTMENTS BUILD AN IN-HOUSE SOLUTION
- 3 ADOPT A SMARTER USE OF YOUR OFFICE TOOLS



01

BUY SOFTWARE BUILT FOR RETAIL TASK MANAGEMENT

We know that retail operations software, like Cegid Retail Store Excellence can really help retailers streamline their complex store operations. Cegid Retail Store Excellence is built for retailers big and small and has been developed with our customers over the last 8 years. The platform has revolutionised the stores of over 60 large retailers across: luxury fashion, home, petrol stations, garden centres, retail parks, and high-street brands.

#1 NEED FOR SPEED

Cegid Retail Store Excellence is ready to go out of the box. The quicker the platform is to launch, the quicker your store and retail operations teams benefit from cost savings and improved job satisfaction. We have had a customer go from contract to implementation in 2 weeks, however we usually recommend an 8-week onboarding to allow the retailers we work with to get the best out of the set-up phase. The onboarding team work with your Head Office teams to plan the launch, brand the platform to feel like you and train super-users. We will help you write comms that help you excite the store teams that a retail operations platform is on its way and will make their work lives simpler.

#2 PROVEN TO WORK

Cegid Retail Store Excellence performs extremely well for retail; with a 95% retention rate, we know that when our customers harness the power of the platform they don’t want to leave. An industry leading retention rate plus the customer feedback we get through NPS and CSAT scores confirms this. One of our US customers recently said Cegid Retail Store Excellence had been “phenomenal” for them and they “don’t know what they’d do without it now”. Customers have reported their teams feel ‘invested’ in and supported. Increase happiness and retention in the workforce by investing in your frontline staff and operation. Productive stores = meaningful jobs = happier, committed staff.

#3 WE'VE INVESTED IN OUR TECH, SO YOU DON'T HAVE TO

In developing Cegid Retail Store Excellence, we have invested an impressive 100,000+ hours over 8 years, into technical development and delivery. Given the complexity of retail operations, creating a simple, intuitive, and streamlined platform, takes time and retail expertise. That’s exactly what you’re investing in software built by retail tech brains that has the capacity to solve your retail problems now and as your business evolves.

You can have confidence in Cegid Retail Store Excellence because:

- We are ISO 27001:2017 Certified
- We take data security seriously
- 50 retailers are helping shape the platform for retailers needs
- 98% Store Managers & Area Manager satisfaction rate *CSAT June 2022
- 95% customer retention
- 10 million tasks checked off by stores to date
- We release new retail specific features every 2 weeks

#4 THERE'S AN APP FOR THAT

Cegid Retail Store Excellence is a web application, so it works on any tablet or phone regardless of make, model or OS. Our customers have found that being able to communicate wherever they are on whatever devices they have has revolutionised working in the field and on the shop floor for them. As a bonus, there are no version updates you need to remember to do as this is done automatically. Retail leaders can build their own reports which gives them insight into how the store estate is operating in real-time. Meaning they can make more informed business decisions and react earlier to issues before they impact sales.



02

IT DEPARTMENTS BUILD AN IN-HOUSE SOLUTION

The option to build a tool in-house is one that customers often think will be a cheaper alternative to buying an external software solution. With other benefits including a product being more tailored to their business and integrated with their existing tech stack. Recently, we’ve had an influx of retailers who built their own a few years ago but realised they can’t sustain the level of innovation a specialist provider can, so are now looking to invest in a solution that can keep up with their pace. However...

- Time investment needed is substantial – Cegid has clocked up 100,000 dev hours to make the platform the market leader for retail
- To deliver an equivalent solution in a year there would need to be a multi-disciplinary team of Product, Project, UX, Dev, Retail Ops of c 20 FTE including at least 10 developers
- Although on the IT roadmap for this year, can IT guarantee its ongoing place on the roadmap as your retail operation evolves?
- The costs of building in house can be more than double those of buying and implementing a third-party SaaS solution (The Software Report)
- Retail employees are without a solution for longer and when an MVP (minimum viable product) is delivered it is below expectation

03

ADOPT A SMARTER USE OF YOUR OFFICE TOOLS

Better processes and rethinking existing tools in the Microsoft Office and Google Business suite can improve operational efficiency in a very small chain of stores. Tools like Google Forms to track when store colleagues have done tasks can help improve your compliance. However, adding in more forms to fill out without streamlining the communication only adds to the to-do list of a stretched retail worker. However...

- Implementing new processes causes disruption, without support from a specialist to lead, the adoption of the solution tends to be slower
- Not designed for retail workers or processes - adapting tools that aren’t purpose-built for retail can lead to errors
- Problem of sorting through 100's of emails still exists risking business critical tasks getting lost
- Often we see an overreliance on the staff who ‘get it’ with other users reluctant to adopt the new process or see it as ‘another thing’ on the to-do list
- Difficult to standardise across store estates, especially for global brands that operate countries and regions

IN SUMMARY...

The benefits of investing in a retail ops platform vastly outweigh the other options. We absolutely think now is the time to invest, as we believe retail will continue the ‘do more with less’ trajectory. We can put you in touch with our forward-thinking customers who have spotted the Cegid Retail Store Excellence opportunity to enable retail staff to ‘do more with less,’ so you can hear first-hand how it has improved their operations.



If you would like to learn more, email smulholland@cegid.com to book a discovery call.