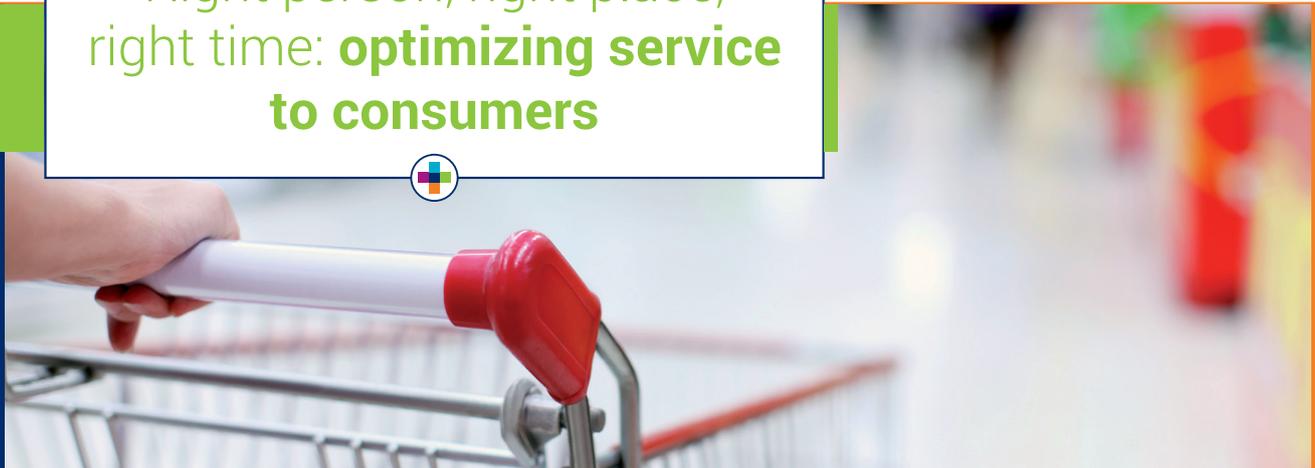


Right person, right place, right time: **optimizing service to consumers**



Our customer is a major player in the retail sector with over 35,000 employees spread across various Northern and Eastern European countries.

The challenge

They wanted to raise revenue through outstanding customer service. Principally by matching the availability of goods and frontline retail personnel with the presence of customers. Through the development of workforce schedules based on forecasts of future Point of Sale (POS) figures.

One of the main challenges was the significant POS figure fluctuations: with annual peaks from seasonal tourism; busier weekends; and daily peaks at lunch, afternoon-end and end of day.

There was also a need to balance the company's dual goals of improved economies of scale by greater standardization and centralization on the one hand, while on the other giving local managers the freedom and autonomy to manage day-to-day operations flexibly.

Our solution

We integrated the customer's specific needs into a suite of data-driven ORTEC Workforce planning and scheduling solutions, while also replacing and upgrading legacy software as required. By analysing 'big data' from POS figures, the solutions predict future POS demand and generate automated optimal shifts, staff schedules and annual employee capacity plans.

The result has been lower workforce costs through better employee utilization across the organization and throughout the annual cycle. Service has also been improved, as decisions aimed at achieving the service sector ideal of "right person, right moment, right place" are no longer left to chance but based on data-driven analytics.

Making the difference

The customer has seen increased revenue from better service quality; increased productivity per retail outlet; and an improvement in on demand-driven services, where the number and quality of personnel matches the consumer's service needs. All achieved within complex labor rules and with no increase in HR costs.

At the same time, central and local management are now empowered to innovate on workforce deployment. Centrally through clear overviews of resources available across the organization and store performance comparisons. And locally through user-friendly overviews that help management utilize the workforce optimally in both slow and busy weeks.

Why ORTEC?

Our customer says it chose ORTEC because of our ability to grasp and make the most of difficult workforce deployment concepts, such as balancing annualized hours across the year. All backed by ORTEC's cutting-edge expertise in Operations Research, customer-focused products and consultancy services, and clear product strategy.