



### **Gamestop Takes Labor out of Workforce Management 06/12/06**

In the animated Pixar film "[The Incredibles](#)," Mr. Incredible stumbles upon a formation of rocks that spell out "KRONOS," which ends up being the password for arch-nemesis Syndrome's computer system. The system contained the villain's diabolical plan to unleash his Omnidroid on the innocent citizens of Metroville while promoting his own false heroism.

In a similar virtual world, Texas-based video game retailer [Gamestop Corp.](#) is hoping that Kronos is the password for improved workforce management and growing profit. Gamestop hired [Kronos Inc.](#) to help meet its growing need for labor help. The retailer will leverage the Kronos for Retail workforce management solution to analyze various types of customer and sales data to make better staffing decisions.

As a retailer of a non-traditional product, Gamestop has the need for specialized workforce management. In addition to tracking store-specific data such as sales trends and customer traffic, the retailer will take advantage of Kronos for Retail's automated schedules that run in 15-minute intervals. This will allow Gamestop to create demand-driven labor and sales forecasts, as well as optimize employee availability in key areas and improve overall customer satisfaction.

The size of Gamestop, who employs more than 30,000 associates at nearly 4,600 Gamestop and EB Games retail stores worldwide, further complicates its workforce management environment. Fortunately for Gamestop, Kronos Inc. offers software and services that maximize labor productivity, but do not provide any destructive robots that can think independently.