

More Than Just Pretty Reports: Get Visibility, Gain Insight, Take Action

The retail industry has experienced a dramatic power shift in recent years. Economic uncertainties, widespread adoption of social media, and increased mobility have combined to give the consumer more power than ever before. Today's shoppers don't just expect great service; they demand it. All it takes is one bad experience for consumers to abandon your brand and take their business elsewhere. So how can you manage your retail operations to help ensure that the experience you deliver today will help drive sales tomorrow?

Workforce Analytics™ for Retail, a key component of the Kronos® for Retail suite, can help by transforming labor and sales data into meaningful business intelligence. This powerful solution provides on-demand visibility into retail operations through dashboards that highlight key performance metrics and easy-to-interpret reports that let you drill down by location, employee, date, and more. With on-demand access to actionable information, managers can gain insight and make data-driven decisions that optimize workforce utilization, control labor costs, and drive continuous improvement.

Enable fact-based decisions

Workforce Analytics for Retail gives decision makers across the organization — from senior executives to field and store managers — an interactive dashboard that captures disparate data collected across scheduling, forecasting, and time and attendance and can receive data from POS, traffic counters, warehouse management systems; and more. This way, frontline managers have on-demand access to the data they need to make better decisions, while role-based permissions control access to broader business data for compliance and privacy purposes.

With store performance visibility across the entire enterprise, Workforce Analytics for Retail gives retailers the on-demand data and comparative analysis they need to make better scheduling decisions and align labor to sales. Who are your most productive employees? How much labor will you need to meet daily and weekly targets? How will projected traffic fluctuations affect your staffing requirements?

Key performance indicators measure more than 150 business metrics against your targets, and proactive alerts notify your managers of troubling trends or outliers. View budget, forecast, schedule; and actual data — for both sales and labor — from the enterprise down or from the store up. Get insight into projected results and view guidance for recommended adjustments. Configure the dashboard to meet your specific needs and create ad hoc reports to answer unanticipated questions.

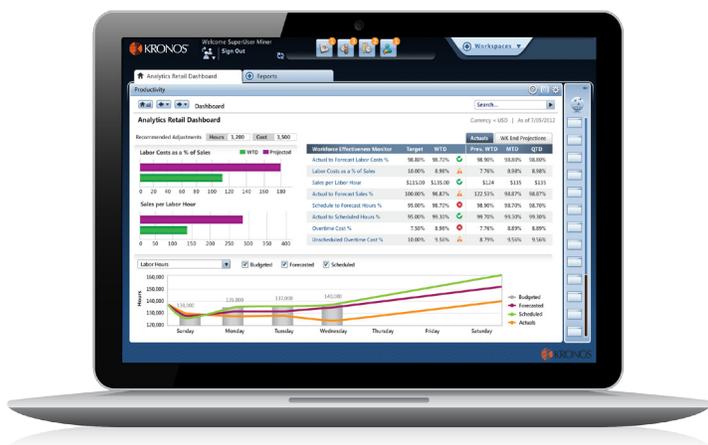
Key Benefits

- > **GAIN UNPARALLELED ON-DEMAND VISIBILITY** into your business operations
- > **ALIGN LABOR COSTS** to sales volume and improve schedule effectiveness
- > **CONSOLIDATE WORKFORCE** and operational data into actionable information that drives fact-based decisions; drill down to reveal root causes, identify trends, and assess corrective actions
- > **GIVE FIELD MANAGERS THE ABILITY TO MANAGE IN THE MOMENT** with access to KPIs anytime, anywhere via the Apple® iPad®

"In the past, we could only tell managers that they exceeded their payroll number for the previous week. Now, with the analytics capabilities in Kronos, we can update managers on a daily basis as to where they stand against their goals."

David Schaub, Manager of Retail Operations, PUMA

Configurable Workforce Analytics for Retail dashboards deliver on-demand access to key performance metrics with easy drill-down to store- or department-level details.



Proactively manage the workforce to drive continuous improvement

When it comes to delivering a retail experience that builds brand loyalty and maximizes operating margins, you need to drive customer service while controlling labor costs. Workforce Analytics for Retail provides the metrics, alerts, and guidance managers need to proactively align labor to demand and put the right people in the right place at the right time.

As more retailers experiment with innovative ways to increase sales, Workforce Analytics for Retail enables them to measure execution and quantify program effectiveness for more informed decision making. For example, senior managers can use the application to perform analysis that helps them decide which programs to try, when, and in which stores.

Manage in the moment

Making decisions based on last week's metrics just won't cut it anymore. Retail success hinges on your ability to manage in the moment. The optional Workforce Tablet™ Analytics app gives field managers on-demand visibility into current KPIs so they can make data-driven decisions — from anywhere, at any time — to keep results in line with expectations. Designed specifically for the Apple® iPad®, the solution takes full advantage of the device's multi-touch user interface so field managers can graphically display KPIs in dashboard view, tap to drill down for deeper insight, and even annotate screen views and email them to frontline managers on the fly for more effective collaboration.

The Workforce Tablet Analytics app gives field managers easy access to information and insight from any location at any time so they can manage in the moment and drive bottom-line results.

