



Value Accelerator

Modern Workforce Management
Business Case for Retailers

The Power of the Modern Workforce

Top-performing retailers are transforming themselves by tapping into the power of people in their modern workforce. They know it's possible to operate with agility—even when unexpected changes arise—while meeting both employee needs and adapting to customers' evolving buying expectations.

How Are You Reimagining Your Retail Operations When Faced with These Industry Trends?



Staff Shortages Put Focus on Retention

Despite the pervasive competition for skilled talent, more retailers in Europe (71%) and the U.S. (62%) plan to invest in hiring but also invest more in retaining and futureproofing their workforces.¹



Future-Proofing Workforce Processes

As AI takes over mundane tasks, retail workers are evolving into experienced orchestrators armed with digital tools and data insights. The need for automation is becoming more apparent, and the industry will need to strategically focus on equipping their employees to align workforce skills with emerging technology trends.²



Demand for Flexible Work

Rostering is an evergreen problem and could be alleviated with new staffing solutions, such as flexible work platforms that pair qualified workers with retail managers who need to fill shifts. When deployed appropriately, these solutions can improve productivity and allow workers to shift their time to more meaningful work.³

“Losing a single frontline retail employee costs a retailer nearly \$10,000 on average, with variations based on employee wage levels, the cost of covering the vacant shifts, the time it takes to hire another worker and the time it takes for a new worker to reach peak performance.”

— McKinsey, *“How Retailers Can Build a Strong Frontline Workforce”*

Make the Case for Change

This Value Accelerator has been developed for retailers who are building a business case for purchasing a modern workforce management solution. See what our customers and the market analysts are saying about the value of WorkForce Software—and review data-driven proof from retail customer implementations—to help make your decision to invest in our solutions the clear choice.

An Urgent Call to Action for Employers to Improve Employee Experience

Retailers are struggling to retain and attract store associates and hourly workers, as turnover climbs. Implementing new workplace tools and practices that address the overlooked needs of frontline workers is imperative. Investing in their workforce experience and providing advancement opportunities are key to reducing turnover and building an engaged workforce that delivers exceptional service and drives sales.

The **Third Annual Global Employee Experience Study** provides an analysis of perceptions on the importance of employee experience aspects resulting from surveying employees and managers, including a focus on hourly shift workers.

Over the last three years, our study findings have shown increasing alignment in perception by employers and employees of the ability to deliver capabilities that create a good employee experience.

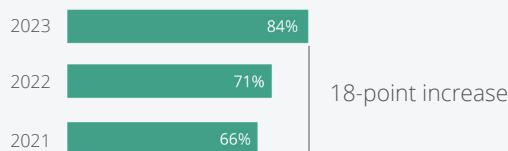
When we home in on the changing perception of employees year over year, the results further reinforce the significant importance of these elements for employees. For instance, the overall percentage of employees who recognise the importance of flexible rostering has increased by twenty-five points.

The only experience aspect that saw a point decrease was the percentage of employees who feel their employer recognises their contributions. Though the change may seem nominal, it indicates the need for stronger organisational efforts to recognise employee achievements.

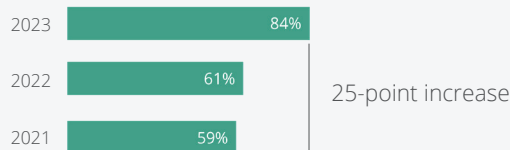
This is an urgent call to action for employers to make investments that improve these agreed upon experience challenges. For organisations, responding to issues that matter to their employees holds significant value—often in the form of tangible business cost benefits, including improved retention, productivity and greater customer satisfaction.

Now that employers recognise the importance of employee experience, it is imperative that organisations meet employee needs with actions that address the underlying problems contributing to their dissatisfaction.

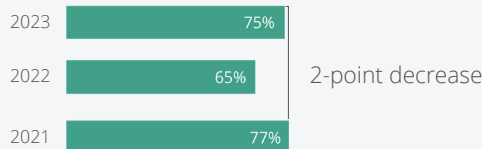
Prefers Easy Access to Training and Information



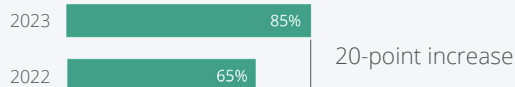
Wants Employer Who Offers Rostering Flexibility



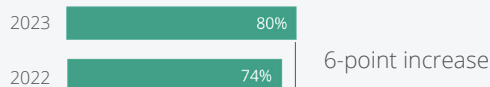
Feels Employer Recognises Contributions



Prefers Easy Communication and Collaboration



Would Choose Employer Who Asks for Regular Feedback



WorkForce Software is a pioneer in our industry as the first global provider of modern workforce management solutions with integrated employee communications. We've made an investment in smart communication tools that are designed to leverage data, adapt and communicate quickly with the ease of use of a favorite personal app.

The Next Generation of Retail Workforce Management

WorkForce Software adapts to your need to improve employee experience, operational performance and your bottom line—no matter how unique your pay rules, labour regulations, labour allocation, rosters and employee engagement needs.



Perform with Greater Agility

- Optimise labour coverage in the face of variable labour demand using business KPIs to more accurately forecast labour-demand needs
- Identify and reconcile coverage gaps to refine rosters by assessing your forecasts against published rosters as new information is received or emerging trends reveal themselves
- Create workflows that suit your specific requirements, so tasks are assigned to, managed and completed by the right team members
- Deliver real-time training to boost employee skills and quickly improve compliance with brand standards and marketing campaigns



Win and Keep Top Talent

- Engage in real-time workforce communication and collaboration through a familiar, easy-to-use app—share best practices, ask for help and celebrate successes
- Help employees get their work done right with easy access to current guidelines, instructions, micro trainings, tear sheets and brand messaging—all in one place
- Give employees control over work/life balance by providing early and low-friction access to rosters, which empowers them to plan for personal commitments and resolve last-minute conflicts on their own
- Act on employee sentiment using contextual conversations or pulse surveys about topics such as unplanned overtime and extended work hours
- Dynamically pause communications when associates are not at work, providing much needed time to rest and recharge



Improve Profitability

- Minimise errors, prevent payroll leaks, and eliminate repetitive tasks with automated time, attendance, absence, leave, and gross pay processing
- Grow revenue with labour forecasting and optimised rostering that aligns labour demand with business KPIs such as conversion rates and basket sizes
- Ensure compliant, optimised store execution across all locations with consistent brand standards, visual merchandising best practices, store inspections and active marketing tasks
- Mitigate risk of noncompliance litigation, fines, penalties and brand damage by simplifying and proving compliance with contractual agreements and national, regional and local laws

Retail Organisations Realise Significant Benefits with WorkForce Software

There are a range of benefits and savings our retail customers realise with WorkForce Software solutions. These estimates are based on the aggregated results of value studies with our retail customers across a range of deployments and organisational maturities.

Customer Sample Benefit Ranges (AU\$)
(Conservative—Likely)

WorkForce Software Capabilities	5K Employees Benefits	50K Employees Benefits	100K Employees Benefits
Time & Attendance	\$2.8M – \$4.8M	\$27.9M – \$48.3M	\$55.8M – \$96.6M
Rostering & Forecasting	\$2.8M – \$4.3M	\$28.1M – \$43.4M	\$56.2M – \$86.8M
Task Management	\$665K – \$1.2M	\$6.7M – \$12.0M	\$13.3M – \$24.0M
Absence & Leave Management	\$70K – \$92K	\$699K – \$924K	\$1.4M – \$1.8M
Employee Experience	\$2.7M – \$4.7M	\$26.8M – \$47.3M	\$53.6M – \$94.5M
Total Benefits	Up to \$15.1M	Up to \$151.0M	Up to \$301.9M

Sample benefit calculations only. Your actual return on investment will depend on your current processes, implementation details and post-implementation state.

WorkForce Software Business Case Value Drivers

We understand that your organisation is unique. No two retailers share the same workforce management process maturity or level of automation. WorkForce Software's Customer Value experts are dedicated to partnering with you to make a compelling case for change that appeals to the stakeholders of your organisation.

		SAMPLE BENEFIT RANGE [AU\$] (Conservative— Likely)					
Value Drivers		5000 Employees		50,000 Employees		100,000 Employees	
Workforce Performance	TIME & ATTENDANCE						
	Payroll Savings with Improved Accuracy & Automation	\$674K	\$721K	\$6.7M	\$7.2M	\$13.5M	\$14.4M
	Labour Cost Savings with Reduced Time Inflation	\$456K	\$1.1M	\$4.6M	\$11.1M	\$9.1M	\$22.3M
	Reduced Unearned PTO Expense with Automation	\$283K	\$560K	\$2.8M	\$5.6M	\$5.7M	\$11.2M
	Employee Turnover Cost Savings with Improved Rostering	\$276K	\$450K	\$2.8M	\$4.5M	\$5.5M	\$9.0M
	Reduced Legacy System Costs	\$150K	\$224K	\$1.5M	\$2.2M	\$3.0M	\$4.5M
	Timekeeping, Data Processing Efficiencies with Automation	\$760K	\$1.5M	\$7.6M	\$15.2M	\$15.2M	\$30.3M
	Retroactive Adjustments & Pay Correction Efficiencies	\$51K	\$68K	\$508K	\$680K	\$1.0M	\$1.4M
	Employee Self-Service & Automation Time-Off Requests	\$142K	\$180K	\$1.4M	\$1.8M	\$2.8M	\$3.6M
		\$2.8M	\$4.8M	\$27.9M	\$48.3M	\$55.8M	\$96.6M
	ROSTERING & FORECASTING						
	Average Transaction Increase with Upselling Opportunities	\$408K	\$489K	\$4.1M	\$4.9M	\$8.2M	\$9.8M
	Conversion Rate Increase with Improved Labour-to-Demand Fit	\$995K	\$1.4M	\$10.0M	\$13.5M	\$19.9M	\$27.0M
	Labour Cost Savings with Reduced Over-Rostering	\$372K	\$840K	\$3.7M	\$8.4M	\$7.4M	\$16.8M
	Rostering Automation Efficiencies	\$1.0M	\$1.7M	\$10.3M	\$16.6M	\$20.7M	\$33.2M
		\$2.8M	\$4.3M	\$28.1M	\$43.4M	\$56.2M	\$86.8M
	TASK MANAGEMENT						
	Increased Store Sales with Improved Task Management	\$524K	\$1.0M	\$5.2M	\$10.5M	\$10.5M	\$21.0M
	Task Management Efficiencies	\$141K	\$151K	\$1.4M	\$1.5M	\$2.8M	\$3.0M
		\$665K	\$1.2M	\$6.7M	\$12.0M	\$13.3M	\$24.0M
	ABSENCE & LEAVE MANAGEMENT						
	Payroll Savings with Automated Leave Management	\$11K	\$23K	\$113K	\$225K	\$225K	\$450K
	Absence Management Efficiencies with Automation	\$59K	\$70K	\$586K	\$699K	\$1.2M	\$1.4M
		\$70K	\$92K	\$699K	\$924K	\$1.4M	\$1.8M
	COMMUNICATIONS, TRAINING, SURVEYS & DOCUMENTS						
	Deskless Turnover Reductions with Improved Engagement	\$619K	\$1.5M	\$6.2M	\$14.6M	\$12.4M	\$29.2M
	Turnover Cost Reduction with Integrated Pulse Surveys	\$445K	\$445K	\$4.5M	\$4.5M	\$8.9M	\$8.9M
	Survey, Training & Document Cost Reductions	\$987K	\$1.7M	\$9.9M	\$17.0M	\$19.7M	\$34.0M
Deskless Labour Collaboration Efficiencies	\$485K	\$971K	\$4.9M	\$9.7M	\$9.7M	\$19.4M	
Document Search Efficiencies with Mobile Access	\$141K	\$151K	\$1.4M	\$1.5M	\$2.8M	\$3.0M	
	\$2.7M	\$4.7M	\$26.8M	\$47.3M	\$53.6M	\$94.5M	
TOTAL SAMPLE ANNUAL BENEFITS	\$8.9M	\$15.1M	\$89.4M	\$151.0M	\$178.9M	\$301.9M	

Sample benefit calculations only. Your actual return on investment will depend on your current processes, implementation details and post-implementation state.

These Retail Customers Use WorkForce Software to Transform the Way People Work

Enterprise-grade and future-ready, WorkForce Software is helping some of the world's most innovative retailers optimise their workforce, protect against compliance risks, and increase employee engagement to unlock new potential for resiliency and improved performance.



KURT GEIGER

Kurt Geiger Opens Line of Communication with Store Teams for On-Brand Visual Merchandising

"We needed a standalone app that we could easily upload content to. Something where people could interact with the content and not feel like they were doing a task for work but using one of the social media apps that they enjoy logging into everyday."

— Alice Millichamp, Retail Operations Manager



MLSE

MLSE Reduces Unplanned Overtime by 60% and Gains 176% ROI within 5 Years

"With the WorkForce Suite and its usability, it's really been easy for us to promote the idea of being a fan of the systems we use and the benefits they bring to employees."

— Meghan Rees, Manager, Scheduling Department, Maple Leaf Sports & Entertainment



RITCHIES

Ritchies Groceries Improves Profitability and Employee Experience with Flexible, Skill-based Rostering

"Wage costs are the single biggest cost in every business. As a business, we've been coming under wage budget in the last 4 consecutive financial years since we started using WorkForce Forecasting and Rostering."

— Chief Executive Officer



Info-Tech Buyer Experience Report Cites Users Rate WorkForce #1 Workforce Management Provider for Trust and Security

“With WorkForce Software, it has been perfection redefined and it has helped us almost double productivity. For this, I recommend it.”

- Claire N, Finance

“The WorkForce Suite supports every pay rule, every compliance requirement and every unique agreement across your entire employee population.”

- Sanjeet K, IT

[Learn More](#)



Nucleus Research Calls WorkForce Software a Leading Workforce Management Vendor for Solution Usability and Functionality

For ten years, Nucleus Research has recognised WorkForce Software as a leader in the Workforce Management Technology Value Matrix for their consistency in delivering value to hundreds of customers. WorkForce Software has continuously responded to changing needs of employees through renewed investment in automation and analytics across areas including scheduling and communication.

“WorkForce Software’s positioning as a leader in the WFM Value Matrix for the tenth consecutive year underscores their commitment to meeting the evolving and often complex requirements of global customers and their employees.”

— Evelyn McMullen, Research Manager, Nucleus Research

[Learn More](#)

Getting Cross-Departmental Collaboration and Buy-In When Building Your Business Case

It's in every department's best interest—whether it's human resources and finance or operations and IT—to collaborate and create a shared vision of the benefits of evolving your workforce practices (and using software to facilitate it).

Here's what each team offers and why they should be part of the process:



Human Resources

Due to high levels of attrition in the retail industry related to well-being, and work/life balance concerns, human resources teams are focused on creating positive employee experiences that drive employee engagement, productivity and loyalty. This includes a flexible work environment; compliance with labour laws, absence and leave laws, contractual agreements and skills development to support career progression.

As the leading department for most employee experience initiatives, HR can set the tone by determining specific workforce management needs and requirements, taking note of current HR software that could be consolidated and getting employee feedback on proposed solutions.



Finance

Investing in a modern workforce management solution can be viewed as a costly endeavor, especially when ROI from other human capital management initiatives may have proved hard to quantify. But retail CFOs and finance teams can provide quantifiable business benefits from workforce management programs across financial, operations and risk metrics.

A positive ROI that demonstrates data-driven proof points and accelerates KPI targets for revenue gain (e.g., conversion rates, basket sizes), labour cost optimisation, reduced turnover costs and costs avoidance associated with noncompliance will gain support from finance leaders for a workforce management technology investment.



Retail Operations

To keep retail operations running smoothly in the face of changing customer demand, it's imperative to retain staff who want to bring their best selves to work—when and where they are needed. Teams that oversee day-to-day operations must balance meeting revenue expectations (including labour budget management and sales growth) and delivering on-brand, omnichannel buying experiences with giving employees a say in their rosters to support work/life balance.

Operations managers' direct interaction with employees puts them in the perfect position to highlight critical pain points, internal processes and workflows. They inherently understand the effect better employee experience has on employee and, in turn, customer experience.



Information Technology

The IT department will be a key partner in executing your retail workforce strategy, ensuring any technology you choose meets corporate standards and monitoring its adoption (and success rates) once rolled out.

IT can review documentation and proof points on key IT-focused areas to advance your implementation. They can help confirm the solution is the right fit for your current or planned infrastructure. This includes customer support plans and processes, capabilities for integrating with other business-critical systems and the required effort to maintain and support the solution in house.

Enterprise-Grade and Future-Ready, WorkForce Software Gives Retailers an Edge

WorkForce Software is retailers' modern workforce management choice for innovation, resilience and advanced performance. Our Customer Value Team is ready to support your decision-making process by working with you and your key stakeholders to develop a customised business case that you can stand behind.

Key Takeaways

- Retailers must be resilient to change. This can involve enhancing customer experience by engaging employees and using automation. Investing more in employee experience will help retain talent, especially in a competitive job market.
- While managers today are more aligned with their employees, employers continue to fall short in implementing workplace processes and tools that adequately address their workers' needs. Workforce management technology can play a major role in providing the experiences frontline associates expect and deserve.
- WorkForce Software can meet your team's most unique rules when it comes to rostering, labour forecasting, task management, time and attendance and employee experience—thereby improving agility, reducing turnover and increasing profitability.
- WorkForce Software capabilities can create combined benefits of up to \$15.1 million (organisations with 5,000 employees), \$151 million (50,000 employees) and \$301.9 million (100,000 employees).
- Your team's decision to adopt modern workforce management will provide cross-departmental collaboration between and benefits to HR, finance, retail operations and IT.

Request Your Personalised Value Assessment

[Learn More](#)

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