

Going the Distance

Converse Fosters a Positive Brand Experience with Their Global Retail Partners Using WorkForce Experience



CONVERSE →

“We went from having virtually no communication between teams to having one core, unified communication channel that connected our DTC Visual Merchandising, Marketing, and Operations teams.”

— *Thiago Rigo, Retail Director – Online & Stores for Global Partner Markets at Converse*

Goals



Enhance communication between the DTC Visual Merchandising, Marketing, and Operations teams.



Gain better visibility into the results of their international partner efforts.



Adopt a single integrated solution for communication, document, and task management.

Challenges

- Difficulty ensuring partner retailers across thousands of points of sale are receiving corporate communications, following brand standards and directives, and staying current on critical information
- Internal communications like technical guidelines and best practices sent by email or text, and not knowing if communications are received, reviewed, and implemented correctly
- Compliance with directives suffering due to limited visibility into store activities

The Ask

- Converse, Global Partner Markets leadership needed a better way to communicate, share information, and assign tasks between Direct-to-Consumer (DTC) Visual Merchandising, Marketing, and Operations teams

The Solution

- Adopted WorkForce Experience to streamline communications and get better visibility into Converse's international partner teams in Latin America, Europe, the Middle East, North Africa, and Southeast Asia
- Global Partner Markets team messages employees and team members directly, shares documents like standard operating procedures and brand guidelines with visual photographs and video, and provides guidance on product positioning, marketing campaigns, and day-to-day operations

Employee Experience Comes to Life for Converse



Real-Time Communication and Visibility

Converse enjoys two-way communication with retail partners without the need for external messaging tools. Partners quickly and easily ask questions, seek clarification, and access the latest reference materials, brand standards, technical guides, photos, and videos — and HQ has visual confirmation that stores are complying.



Better Communication and Collaboration

Converse uses WorkForce Experience to connect to its internal DTC teams. With one tool for all their communications (from sharing announcements and the latest news, to having one-on-one and group conversations), they've noticed a significant uptick in alignment and response times.



Improved Compliance, Informed Employees

Converse HQ uses WorkForce Experience to manage in-store execution and drive operational excellence at its partner locations. The solution helps streamline the delivery of directives, tasks, and surveys, allowing Converse to gauge compliance and provide timely feedback from the same app.



More Productive Without Additional Headcount

Working with 24 different partners in various time zones, languages, and cultures, Converse's Global Partner Markets team uses Workforce Experience to gain better visibility and to easily share important information and training without hiring additional managers to oversee each region.



"We finally have proper visibility, can easily share documentation, and don't have to wait days or weeks for email responses to come in. Suddenly, all our partners can see what's happening in the rest of the world — who's doing what, what's working well — and can start replicating those best practices in their locations."

— *Thiago Rigo, Retail Director – Online & Stores for Global Partner Markets at Converse*

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