



# Retail Workforce Optimization

*Align employee schedules to customer demand*



A more human resource.™

Having the right people in the right place at the right time can make or break the success of your retail location. But that’s easier said than done when you’re busy dealing with growing competition, shrinking margins and providing customers with a stellar brand experience.

## What is workforce misalignment costing you?

From inaccurate planning and missed sales opportunities to reputational damage, when your scheduling doesn’t match demand, the customer experience suffers — and so does your bottom line. Without the right data-driven management practices in place, it’s hard to sustain a loyal, customer-centric employee team.

### The downside of UNDERSTAFFING



When a workforce is understaffed, lines are long, customers are unhappy and sales can suffer.

### The downside of OVERSTAFFING



With too many employees on the clock, you’re likely exceeding your payroll budget and missing the mark on productivity goals.

65% of consumers have cut ties with a brand over a single negative customer service experience.

Microsoft, 2014



## Make employee scheduling your secret to success

Very few companies have the tools to align their workforce with actual demand. Until now. Businesses that use ADP Enterprise eTIME® or ADP Vantage HCM® Time can take advantage of four retail-optimized modules that make it easy to align workforce supply and demand.

### Budgeting

Create and plan for the labor you actually need. Locations and corporate collaborate on a practical budget, then use it to drive store-level labor forecasts and create schedules. You can easily compare scheduled vs. budgeted to spot potential overages, and even “lock down” budgets so they can’t be exceeded when forecasting or scheduling.

### Forecast Manager

Generate labor forecasts to accommodate different scenarios that could affect your scheduling — holidays, major sales or change of seasons. Leverage traffic, sales and other demand data to develop forecasts that are on target (down to 15-minute intervals) so you can plan for anticipated spikes in demand and make the most of your labor budget.

### Analytics

Easy-to-digest analytical tools help guide decisions on labor needs, control overtime, monitor actual hours and costs versus budgeted, and inform future planning cycles. Data can be leveraged across HR, finance, operations and other departments organization-wide to produce C-level insights and continually improve the forecasting and scheduling process.

### Scheduler

Optimized scheduling happens when you can identify the best people based on competencies, sales performance and other criteria, then staff your location based on more accurate anticipated demand. Reduce over- or under-staffing to increase conversion rates, boost sales per labor hour, keep lines moving and your employees productive.



## The bottom line: Improve your location performance across the board

With on-demand data to drive your scheduling, you can take the guesswork out of workforce management. And when used with ADP Human Capital Management solutions, you can help ensure that the right people are available — hired, onboarded, trained and compensated — when and where you need them most.

No more workforce misalignment, just happy customers and productive staff thanks to precision scheduling.