



## Retail Task Management and Staff Communication

Maximize Store Execution and Profit with Improved Compliance

Retail is detail, goes the old saying—and more than ever, retailer success depends on effective task management. For most retailers, however, tracking and managing the execution of these details across their operations is time-consuming and frustrating.

Now there's a far better way. Natural Insight is the technology platform for Execution Intelligence. Every day, Natural Insight manages tens of thousands of tasks, in thousands of retail locations nationwide. And with our Out-of-the-Box Pilot program, we can have you up and running in less than 30 days.

In addition to increasing the profitability and consistency of store operations, this web-based platform significantly improves field communication of corporate goals, strategies and best practices between headquarters and retail operations. It also enables retailers to react faster to dynamic business conditions through real-time business intelligence on task execution down to the associate level while reducing costs in marketing, customer service and store operations.

### Accountability, Meet Execution Intelligence.

- ❖ Execution Intelligence combines task management with location intelligence to drive best practices across all of your store operations
- ❖ QuickStart service will have you up and running in less than 30 days
- ❖ Software-as-a-Service platform combined with our Out-of-the-Box Pilot Program will immediately improve the efficiency of your retail execution
- ❖ Increase sales through consistent execution of store merchandising
- ❖ Provide better customer service by communicating best practices to associates

Offered as a hosted SaaS platform, Natural Insight provides retailers with a single, centralized system that allows managers to direct, track and report on store operations.

### How Natural Insight Works

- ❖ Hosted platform is optimized for operational efficiency
- ❖ Web gateways provide easy integration with existing systems
- ❖ User experience designed around the principle of “2-clicks-to-any-answer”
- ❖ Up-and-running in as little as 30 days with Out-of-the-Box Pilot Program
- ❖ Operational efficiencies built into the platform
- ❖ Resource center for company documents available to staff 24/7

### Bottom Line Benefits for Retailers

- ❖ Clearly plan and communicate objectives across the enterprise
- ❖ Manage task lifecycle from beginning to end
- ❖ Track and measure store assignments
- ❖ Monitor progress in real-time, anytime/anywhere via the Web
- ❖ Enhance customer service by providing store managers with a single, centralized system to manage tasks, forms, and documents
- ❖ Improve communication of goals and activities ensuring the field organization is more efficient
- ❖ Communicate and implement best practices immediately across all stores
- ❖ Improve sales and advertising effectiveness with best in class in-store execution
- ❖ Facilitate planning, increase visibility and close the gap between merchandising and store ops
- ❖ Improve field execution information on new products to facilitate faster decisions and rollout



*Natural Insight enables retailers to gain a far more accurate and timely understanding of retail compliance and execution management. It's like being able to put the VP of Marketing and Store Operations in each and every store.*

### Using Is Believing!

One of the most powerful features of Natural Insight is the comprehensive view of data from the field for real-time tracking, updates, analysis and reporting.

In fact, these real-time capabilities are so impressive; it's actually hard to believe. That's why we encourage clients to see Natural Insight for themselves... in action!

**Just call 800-961-5203**

**to arrange for a personalized demo for your organization.**

**Accountability, Meet Execution Intelligence.**

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Request a demo at  
[naturalinsight.com](http://naturalinsight.com)