

Case Study

How the InStore Group delivers superior in-store service.



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May 2014



Fast Facts

Merchandising Solutions

New item Cut-in
Continuity Coverage
Resets
Audits
Product Recalls
Seasonal Support
Ordering and Inventory Control
POP Placement
Assembling Services
Mystery Shopping
Promotional Selling

Teams

Dedicated Retail Associates

“Natural Insight creates tremendous efficiencies for me and my staff. Projects that used to take me two and a half hours to complete, now take me just minutes.”



- Lynn Morgan,
OPERATIONS MANAGER

The InStore Group uses cloud based workforce management software to organize, schedule, manage, and measure in-store projects. By automating traditionally tedious tasks, The InStore Group is able to focus on what really matters, satisfying customers.

The Objective: (1) Create and disseminate work schedules to remote retail associates. (2) Shorten the amount of time new projects take to set up from 2.5 hours to five minutes. (3) Use routing to ensure associates are traveling to and from worksites as efficiently as possible. (4) Take photos so that managers can visually verify proper task execution. (5) Generate operational reports so clients can be informed of a project's status.

The Solution: Innovative cloud based workforce management software that enables: (A) operations managers to easily schedule retail associates based on skill and experience, (B) set up projects in a matter of minutes, (C) retail associates to use routing and mileage reporting to ensure associates are taking the most direct routes possible, (D) utilize photos to visually verify when and how tasks are completed, and (E) share insightful reports with key clients.

The Challenge: The InStore Group is a fast growing MSO regularly adding new associates. The associates need to be able to quickly accept work assignments and then travel from location to location as efficiently as possible. It is hard for employees to collect and share operational data from the field, and even more difficult for managers to share execution data with clients. The operations manager is spending hours each day setting up projects leaving little time for reviewing analytics, verifying time and attendance, and aggregating and reporting data for clients.

The Results: Setting up projects now takes 3% of the time that it used to allowing managers to focus on growing the business. By utilizing automated routing, retail associates are saving time by traveling to and from locations as efficiently as possible. With data being collected and reported in real time from the field, managers are able to collect, analyze, and share operational reports with key clients.



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About Natural Insight | Scheduling | Task Management | Time Keeping | Analytics

Founded in 2006, Natural Insight delivers cloud solutions to consumer brands, retailers and merchandising and marketing agencies to improve field execution across the retail ecosystem. Considered to be one of the industry leaders, Natural Insight has collected in-store execution information on behalf of hundreds of brands and managed over 34 million assignments in more than 120,000 stores across the world. Our customers rely on our fully integrated mobile and web-based solution to manage distributed workforces, assign and manage work, verify completion and compliance, as well as collect and report on field data.

Natural Insight is headquartered in Sterling, Va., with multiple international offices.