

Case Study

How a world class merchandiser delivers expert retail assistance experience, and solutions.



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Fast Facts

Services

Merchandising
Replenishing
Floor Resets, Repackaging,
and Returns
Set up, Assemble, and
Maintain Fixtures
Increase Brand Awareness
Market Intelligence
Product Education
In-Store Demonstrations,
Events, Promotions, and
Presentations

Teams

Field Representatives
& Brand Ambassadors

“With a remote workforce, having the ability to easily manage, execute, and review work being completed in the field is extremely valuable. Natural Insight has improved our efficiencies and continues to be a valuable partner in our business.”



- Rhonda Leader,

MCG uses innovative workforce management software to organize, schedule, manage, and measure in-store operations and retail execution across the United States.

The Objective: Schedule the right person for the right job based on skills and experience. Use photos to visually verify consistent task execution across a remote workforce. Enable account management to make better decisions based on data uploaded from the field. Improve communication between the management and a wide-spread, remote workforce.

The Solution: I: Innovative cloud-based workforce management software that makes it easy for MCG to: A) automatically schedule the right people for the right jobs, B) visually verify proper task execution using photos, and C) create meaningful reports based on data captured from the field making it easy for managers to make insightful decisions.

The Challenge: MCG's previous workforce management system lacked the support, and capabilities needed to succeed. Scheduling work and verifying task execution with photos was extremely difficult. Reports generated from the field lacked in-depth analytics and granular data.

The Results: Employees are scheduled for work based on their skills and experience ensuring MCG has the perfect person assigned to each job. Managers can easily verify task execution with photos uploaded from the field in real-time. Using data uploaded in real-time from the field, managers are able to make insightful decisions regarding on-going projects.



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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.