



NUCLEUS
RESEARCH

TASK AND WORKFORCE COMBINE AT REFLEXIONS

ANALYST

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THE BOTTOM LINE

The theme of Reflexions 2018 was “winning with NextGen Stores.” One of the major tests that many retailers noted to Nucleus, and a theme throughout the presentations, was the ever-increasing requirements for retail workers. These increased tasks have put a strain on labor at the same time that organizations have been cutting their labor spend. This was a key reason that retailers told Nucleus that they were investing in task management solutions. Reflexis also announced new tools for associate communication and operational efficiencies.

OVERVIEW

The theme of Reflexions 2018 was “winning with NextGen Stores.” While the retail space has been facing challenges and there have been predictions of the industry’s death, the retailers at Reflexions 2018 were optimistic. One of the biggest challenges that many retailers noted to Nucleus, and a theme throughout the presentations, was the ever-increasing requirements asked of retail workers. Workers are now required to do more than ever, from buy online, pickup in store (BOPIS), ship to store, IOT, price matching etc. For retailers, this has highlighted not only the importance of task management solutions (TM), but also the need for these task management solutions to be integrated into the overall technology solutions of the stores. This was a major need for retailers, and one of the most cited reasons as to why customers decided to switch to Reflexis.

CUSTOMER EXPERIENCES

There were a record number of customers at Reflexions this year, in addition to a number of other stakeholders, such as analysts, partners and Reflexis employees. Nucleus noted users’ feedback on their use of Reflexis solutions. Following are examples of customers’ experiences:

ELECTRONICS RETAILER

This electronic retailer has more than 750 stores nationwide. All of the stores are corporate owned. Originally the organization was on Ultimate UltiPro for workforce management (WFM). The deployment was not ideal however, as the vendor wanted a WFM solution that would fully integrate with task management. While the organization did not have task management originally, several years of strong growth meant that corporate leadership now felt it was a key component of the organization’s continued expansion plans. When looking for a WFM solution that connected with task management, the organization considered two players: Kronos and Reflexis.

The organization ultimately decided to go with Reflexis for two main reasons. The first was the strong scheduling and analytics that the organization believed Reflexis offered. The second consideration was the customer service. The organization did not feel the customer service at Kronos was as responsive and was too expensive. This left the organization feeling nicked and dimed. In contrast, the organization found that Reflexis was responsive, and worked with the organization to meet the requirements and customizations that were required. Reflexis allowed the company to combine task management with WFM, providing the organization with the insight that its organization needed to effectively manage its strong growth over the past few years, as well as the projected growth going forward.

GROCERY STORE

This grocery store has more than 50,000 employees and more than 5,000 locations. Originally, this grocery chain had been using Kronos for WFM. When leadership decided it needed a task

management solution for its stores, it looked at Kronos for this component as well. Ultimately, the organization felt the Kronos task management had neither the functionality nor usability to justify its price. As a result, the company decided to develop a homegrown solution for task management. While this homegrown solution served the business well, it did not have the scalability the organization needed as it expanded. Because of this, the organization decided it needed to move to a professional solution.

Besides Kronos, the organization looked at Reflexis, as well as a number of small start-up vendors. The organization was attracted to the fact that the Reflexis solution was able to meet the functionality that it has achieved with its homegrown solution. In addition, the organization believed Reflexis's specific focus in retail, as well as its long track record in the space, meant the vendor was well positioned not just now, but for the future. The organization was also confident Reflexis would continue to evolve to meet ever-changing retail needs and requirements.

CONCLUSION

Reflexions 2018 highlighted not just the challenges facing the retail market, but how retailers are responding to meet these challenges. Vendors have embraced modern technology, like the cloud, to increase the efficiency of stores and provide a smoother customer experience. Eliminating the complexity and challenges store associates face remains a key concern for retailers. This concern will only grow as stores are required to reduce labor costs even more. With technology solutions like Reflexis helping to reduce labor and increase store efficiency, there is a clear ROI for retailers who can properly deploy these types of solutions.