

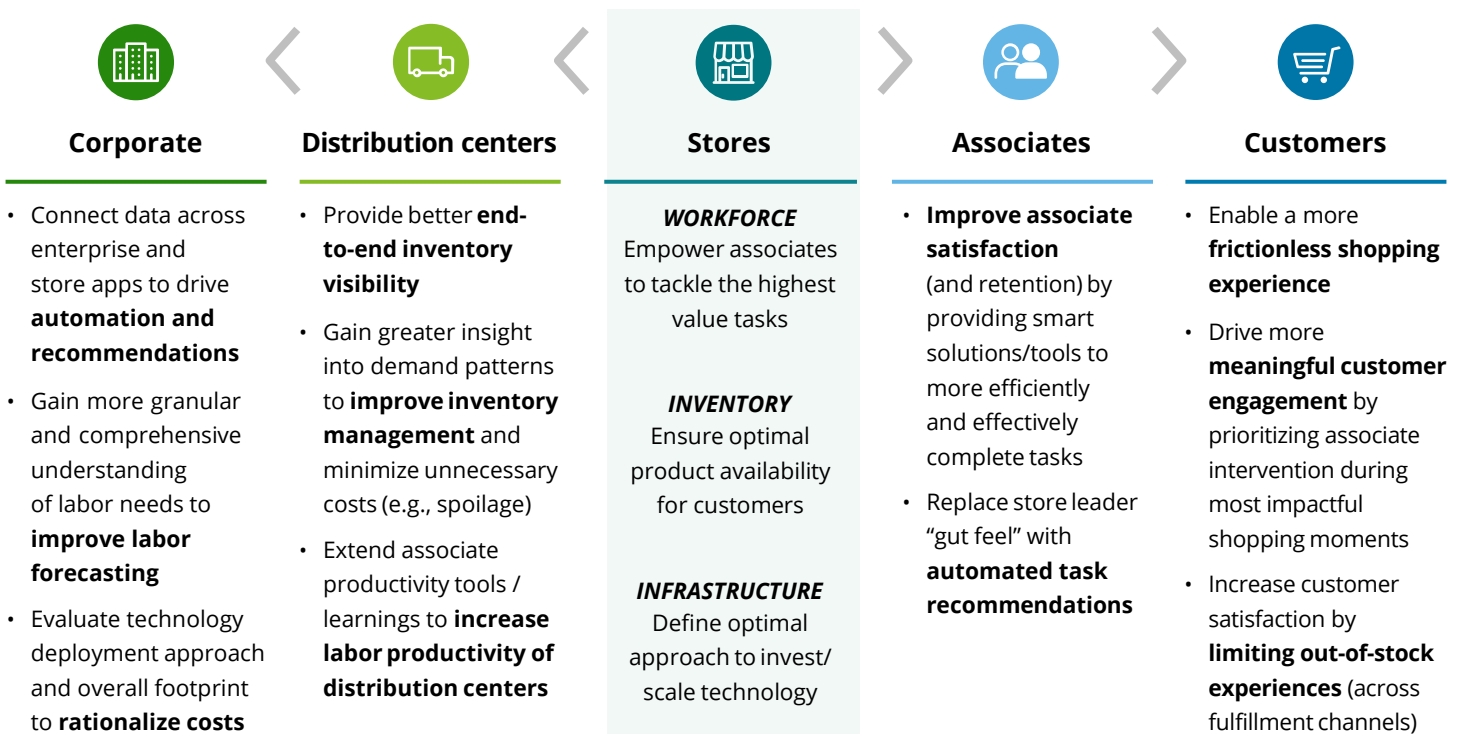
Improving retail store experience with Real-Time Associate Productivity



One of the hardest problems to solve in retail is how to best match your store associates with the most important activities required to serve the customer, operate the store, and handle a variety of unplanned activities that pop up. The answer usually already lies within the retailers' hands but is generally untapped to help associates and team leaders make the highest impact, next best action decision—data.

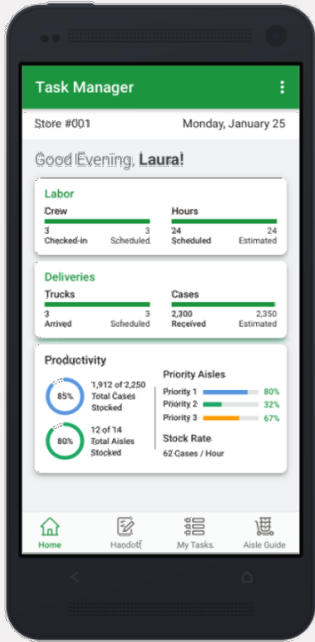
Google Cloud and Deloitte's **Real-Time Associate Productivity** cloud-based platform harnesses existing sales, delivery, inventory and associate data, pre-built ML algorithms, and mobile applications for associates to allow retailers to best maximize their store team's impact.

Improving associate productivity does not only impact stores; value is delivered across the value chain



Making it real: Case study

In under four months, Google Cloud and Deloitte built and launched an Android-based associate productivity app, integrated with ~10 enterprise systems and powered by Google Cloud and pre-built analytics models.



TASK MANAGEMENT

- Labor + workload**
Visibility into any discrepancies between the labor hours scheduled and the expected labor needed to accomplish 100 percent of workload
- Deliveries**
Real-time ETA of incoming trucks, cases on trucks, and planned allocation across aisles
- Task manager**
Recommendations on the order of the activities to be completed during the shift, including which team member should be assigned to each task, in order to prioritize the most valuable work first
- Handoff checklist**
Task list to communicate the status of department tasks to effectively transfer incomplete work and important information from shift to shift

OPERATIONAL AUDIT

- Store audit checklist**
Store Managers and Department Leaders answer questions and submit satisfaction scores as they complete scheduled store walks
- Walk path customization**
Business logic to surface most relevant questions and adjust the audit question sequence
- Task creation & management**
Create and assign tasks to other associates as user complete their audits, and then track the progress of those tasks throughout the day and across shifts
- Performance & reporting**
Visibility into performance for a department over time, or across departments within a store



Benefit areas



increase in shelf replenishment execution



reduction in wasted time per shift

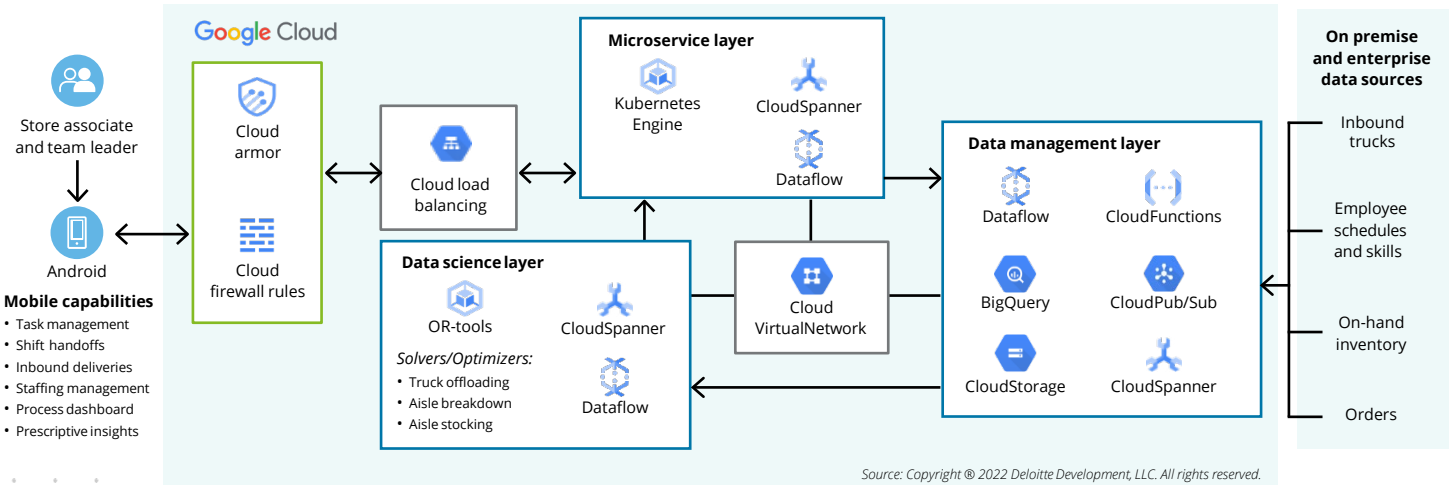


Increase in % of store walks complete



reduction in labor spend

Real-time associate productivity platform



Start the conversation



Kevin Meagher
Principal
Customer & Marketing
Deloitte Consulting LLP
kmeagher@deloitte.com



Chris Danson
Managing Director
Retail & CPG Alliance Lead
Deloitte Consulting LLP
cdanson@deloitte.com



John O'Reilly
Retail Leader
Food, Drug & Mass
Google Cloud
johnoreilly@google.com



Stephanie Moran
GSI Strategic Partnerships
Google Cloud
moranstephanie@google.com

This publication contains general information only and Deloitte is not, by means of this publication, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor. Deloitte shall not be responsible for any loss sustained by any person who relies on this publication.

All product names mentioned in this document are the trademarks or registered trademarks of their respective owners and are mentioned for identification purposes only. Deloitte & Touche LLP is not responsible for the functionality or technology related to the vendor or other systems or technologies as defined in this document. As used in this document, "Deloitte" means Deloitte & Touche LLP, a subsidiary of Deloitte LLP. Please see <http://www.deloitte.com/us/about> for a detailed description of our legal structure. Certain services may not be available to attest clients under the rules and regulations of public accounting.

Copyright © 2022 Deloitte Development LLC. All rights reserved.