# Google Cloud

# **Deloitte.**

# 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



Corporate

















#### **Distribution centers**

- Connect data across enterprise and store apps to drive automation and recommendations
- · Gain more granular and comprehensive understanding of labor needs to improve labor forecasting
- · Evaluate technology deployment approach and overall footprint to rationalize costs

- · Provide better endto-end inventory visibility
- · Gain greater insight into demand patterns to improve inventory management and minimize unnecessary costs (e.g., spoilage)
- Extend associate productivity tools / learnings to increase labor productivity of distribution centers

#### WORKFORCE

**Stores** 

**Empower associates** to tackle the highest value tasks

#### **INVENTORY**

Ensure optimal product availability for customers

#### **INFRASTRUCTURE**

Define optimal approach to invest/ scale technology

#### **Associates**

Improve associate

- satisfaction (and retention) by providing smart solutions/tools to more efficiently and effectively complete tasks
- Replace store leader "gut feel" with automated task recommendations

#### **Customers**

- · Enable a more frictionless shopping experience
- · Drive more meaningful customer engagement by prioritizing associate intervention during most impactful shopping moments
- · Increase customer satisfaction by limiting out-of-stock experiences (across fulfillment channels)

## 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

#### 1 | Labor + workload

Visibility into any discrepancies between the labor hours scheduled and the expected labor needed to accomplish 100 percent of workload

#### 2 | Deliveries

Real-time ETA of incoming trucks, cases on trucks, and planned allocation across aisles

#### 3 | 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

#### **4** | 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

#### **5** | Store audit checklist

Store Managers and Department Leaders answer questions and submit satisfaction scores as they complete scheduled store walks

#### **6** I Walk path customization

Business logic to surface most relevant questions and adjust the audit question sequence

#### 7 | 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

#### 8 | 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

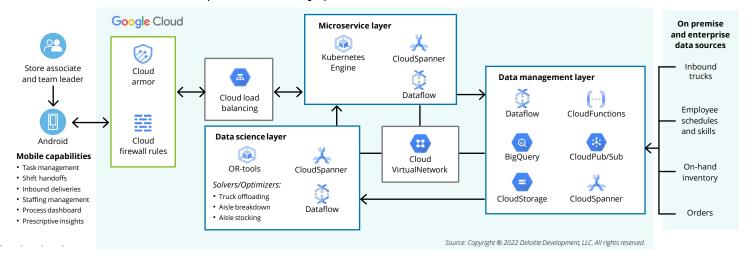


Increase in % of store walks complete



reduction in labor spend

## Real-time associate productivity platform



## Start the conversation



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