



## Store Ops-Center

Initiate... Execute... Verify!

*Store Ops-Center provides a simple and elegant all-in-one web based solution for all of your communication needs. It's easy to implement and has been designed specifically for retail to simplify store communications.*

Keeping stores informed, efficient and on-track is a constant battle for most retailers today. Finding a software solution to solve the problem usually entails costly and lengthy custom development projects, expensive up-front licenses, and the headaches of installing and supporting the new system across all store locations.

Opterus solves these problems with the delivery of *Store Ops-Center*, a solution that you subscribe to as a monthly service for your stores (Software as a Service). *Store Ops-Center* is a hosted web-based solution with a proven rapid implementation and strong user acceptance that can be easily deployed to your stores, enabling them to start taking advantage of the system immediately.

*Store Ops-Center* is specifically tailored for retail with an easy to use, integrated user interface and predefined retail specific roles to get you started quickly without the need for extensive training or massive system configuration.

*Store Ops-Center* allows you to easily send messages to stores or groups of stores, track and monitor store issues, assign store or personal tasks, train and test employees, manage store calendars, distribute documentation, create custom electronic forms, generate email alerts to head office employees and more, all with on-demand visibility to store progress and actions.

*“There's no question that Store Ops-Center has made the Operations team 20% more efficient.”*

- The Shoe Company

## Connected Store Operations



- **Drive Store Productivity**
- **Mitigate Compliance Risk**
- **Consistent Controlled Communication**
- **Streamlined Business Processes**
- **Proven Rapid Implementation**



## Store Ops-Center

*Store Ops-Center* (SOC) is an on demand retail portal for all communications and information distribution to your store locations. *Store Ops-Center* allows corporate, regional, and even store personnel to create their own content and get much needed feedback to ensure message delivery, monitor task execution, enforce operational compliance and approve store level decisions. The real-time feedback ensures that the right information is delivered to the right people at the right time and allows operations management to monitor store compliance ensuring your corporate strategies are executed correctly and on time.

### Store Ops-Center Modules

#### Message Center

With Message Center, you can easily send content-rich messages to all stores, a group of stores, or individual stores & know that messages are being read. Content can be targeted at specific user roles allowing you to create job specific messages. Store staff can easily use Message Center to see messages that are new to them, or new for their store.

#### Task Manager

Use Task Manager to create and track task progress for store and individual tasks. You can use your retail hierarchy and roles to distribute task assignments and ensure that tasks are performed with consistency across the retail chain.

With Task Manager, store staff can easily view new and upcoming tasks, get clear direction, track their progress and log task issues.

#### Issue Tracker

With Issue Tracker, allow stores to log and track their own support or operational issues. Create as many issue categories as you need and designate who is responsible for resolving the issue. Issue resolvers can be one or more specific people, or you can designate regional managers to own issue types.

Issues can be marked as being either private or public so that confidential issues can be handled as well as general public issues.

#### Store Training and Testing

The *Store Ops-Center* Training module allows you to easily create and assign tests to be taken by store staff. Tests can be created with multiple sections, unlimited questions and customized scoring. The test workflow type can be set to create "blind" tests so that users do not see any results during the test, or allow users to correct their answers after learning from their mistakes.

As tests are completed, the result data can be viewed in a test report or easily downloaded for full analysis.

#### Store Scheduler

Store Scheduler allows stores to create and manage schedules more efficiently online. The easy-to-use Store Schedule module adds a whole new level of convenience for retailers by providing a hassle-free way to create employee schedules, change shifts and set breaks. Schedules can be viewed within Store Ops-Center by store employees, district managers or anyone at the head office.

#### Store Calendar

With Store Calendar give Head Office and Stores a calendar view to all assigned tasks, or use it to track any types of shared or private events that are created at Head Office or at Store Level.

#### Surveys and Forms

With Surveys and Forms, you can easily define your own on-line Forms and get the information back instantly as they are completed or download results in bulk. Store staff can quickly find and access Forms or complete a Survey as part of a task.

#### Document Library

With Document Library, you can decrease or even eliminate the number of paper forms your stores require. Stores can search the Document Library to easily find any kind of reference or procedural information, and always have the most up to date document versions.

#### Compliance Reporting

With Compliance Reporting for all levels of management, get an on-demand view for monitoring issues, task progress and store compliance to corporate standards and directives.

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