charming charlie Glams Up Its Store Operations with Opterus *Store Ops-Center*

With Store Ops-Center, charming charlie consistently hits 99% for messages-read compliance and tasks completed

charming charlie – Helping Women Find Their Fabulous

Based in Houston, Texas, charming charlie is an award-winning and fast-growing fashion accessories retailer with over 254 locations in 34 states. Since its founding in 2004, charming charlie has established itself as a leading source for one-of-a-kind style, or as their tagline suggests, "*Helping women find their fabulous!*" And while their fashion accessories have women turning heads around town, this innovative retailer has also caught the attention of the retail industry. Winner of several awards over the past few years, charming charlie has been recognized for leading a retail revolution. Their uniquely designed in-store experience features a breath-taking volume and variety of accessories, ingeniously arranged by color, making that perfect accent fun and easy to find. charming charlie is spreading style from coast to coast with fabulous, affordable fashions and insider style advice that has women coming back again and again.

Growing Pains – charming charlie Searches for the Perfect Operational Tool to Handle it's Fast Growth

In 2010, charming charlie had less than 70 stores but the retailer knew that it was on the verge of exponential growth. charming charlie needed a solution to help its internal communications and operations become much more effective, productive and efficient. Its existing homegrown Intranet did not provide the scalability it needed to accommodate fast growth, nor was it able to track compliance or accountability in the store.

charming charlie also needed a solution that could quickly solve operational issues throughout the organization. They needed the ability to accurately gather data from all of its stores and easily manipulate that data back to headquarters.

After an exhaustive industry review of store operations tools, charming charlie found exactly what they were looking for with the Opterus *Store-Ops Center* (*SOC*) communication and task management solution.

Store Ops-Center: The "Must Have" Store Operations Tool

In 2010, charming charlie rolled out the *SOC* tool to 70 locations with the primary purpose of tasking and calendar planning. Today, the platform is used across all 240+ retail locations as well as its corporate office as a communication calendar and task vehicle. *SOC* currently monitors metrics such as compliance, task management, communications, execution, consistency, and score-the-store performance, which confirms that Charmers are executing on tasks and signing off on items that need to be read.

And because *SOC* provides charming charlie with single sign-on from anywhere, the retailer was not required to invest in costly new hardware or software infrastructure.

Opterus' *SOC* is an intuitive, cloud-based solution designed specifically for retail to simply and effectively manage and execute store tasks and communications. It is designed to measure and increase operational compliance, communicate corporate policy, manage day-to-day objectives and tasks, and handle issues between corporate office and store locations. *SOC* allows for quick store implementation, is easy to-use and understand, and has strong user acceptance.

With *SOC*, Opterus has taken a modular approach to create a solution that solves the entire retail communications problem, not just pieces of it. Current modules include Message Center, Task Manager, Issue Tracker, Surveys and Forms, Document Library, Store Training and Testing, Knowledge Base, Store Scheduler, Calendar, Certification, Planogram, and Home Page. Additionally, *SOC* was designed with out-of-the-box Intranet features that eliminate the need for retailers to build expensive Intranets from scratch to help handle all non-structured data in the store.

"SOC has far exceeded our expectations for store operations and communications, and has essentially become our store Intranet," said John Hnanicek, CIO, charming charlie. "It allows us to communicate between stores and the home office, and for district and regional managers to communicate to the stores. All calendar and task planning is now done on a daily/weekly/monthly basis. It's used for consistency as well as for document library storage for items such as training modules, standard operating procedures and anything document-related."

charming charlie Store-Ops Center by the Numbers*:

- *97.97% read compliance*
- *77.8% tasks completed on time***
- *99.1% task completed*
- *.9% tasks never completed*
- *6,619 tests taken for new hires through training module*
- *893 forms submitted to home office through forms module*
- *2,847 issues reported to home office through issue tracker module*
- *100% of stores documents now housed in SOC*

For charming charlie employees, SOC has quickly become part of their daily operational functions and has garnered rave reviews from store managers for its agility and ease-of-use:

"I love having all my information in one place. If I'm off, I can easily go back into the system and see what messages and tasks have been posted. The dashboard features allow me to hold my managers accountable for reading communications and completing tasks."
Sara, General Store Manager

"I like that everything is one place -- all of our messages, tasks, documents and calendars. I really like the calendar module because it allows me to see tasks through the whole year or look back to see what we have accomplished."
Jessica, General Store Manager

"It's so easy to navigate! Being able to pull submissions histories for accountability is a manager's dream. I love being able to filter from date to date because it makes it easier to look for things."
Teresa, District Manager

With the help of SOC, charming charlie now communicates more efficiently with its growing number of stores, even using the tool to manage the efforts of teams opening new stores. According to store operations process specialist, Sara Ly, *"Opterus has been an operational process associate's dream. They are always willing to answer questions and listen to feedback to improve the system. Without Opterus our stores would not be able to run their businesses as efficiently or effectively. Opterus is our one-stop operational shop!"*

Stats from 6/2/13 to 6/29/13 for 247 stores
**With new task report that was just implemented this % is expected to increase because charming charlie will now be able easily identify task not complete

About Opterus
Opterus Inc. is a privately held software company, founded in 2006 and based in Ontario, Canada. Our mission is to provide an effective and efficient store information and execution management tool that increases productivity and improves retail enterprise communication. All of this is achieved through an easy to access, easy to implement solution for any retail environment.