



Solving Retail Specific Execution Challenges *Opterus Store Ops-Center*

Solving execution challenges

There are so many solutions out there looking for a problem to solve that you can get lost trying to find something that's going to work for you to solve your specific retail execution problems. But, these problems can't be ignored. One, in particular, that shouldn't be ignored any longer is how to have more focused and effective communication. Seems easy enough, right? Wrong. As I mentioned, there are a lot of solutions available out there, most industry generic and not created for the specific challenges retailers face. Email, portal/intranet solutions, requiring development and ongoing resources and point solutions that might solve one small piece of your pain but leaves you needing more. These silos of communications just don't cut it in today's retail environment.

The solve needs to be not only around helping head office but around helping stores. It's about solving specific execution challenges, like helping all your store employees be as good as your best or making employees feel present in the company, providing them with up-to-date information, keeping them informed, in real time, with results and reporting. And it's also about just helping retail brands bring legitimacy to their local marketing efforts in a saleable way.

It all happens in the store

Your employees are your front line to your customers. Richard Branson said it best, “Clients do not come first. If you take care of your employees, they will take care of the clients.” I keep hearing from retail operations folks that should always be focused on three main things; How are you impacting employee satisfaction? How are you driving customer loyalty? And, how are you *increasing basket size/sales*? You need to be *giving* stores information they can use and make it easily available and relevant and have an equally simple way to get information you need back from stores so you can make informed strategic decisions around your operation.

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One Opterus customer 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. They wanted something 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.

Additionally, they wanted a more efficient process to oversee executive training programs, certification programs, execute tasks, and most importantly, to have consistency across the company. They found what they were looking for with the Opterus *Store-Ops Center (SOC)* communication and task management solution. It became their ‘must have’ store operations tool that now monitors metrics such as compliance, task management, communications, execution, consistency, and score-the-store performance, which confirms that store employees are executing on tasks and signing off on items that need to be read. *SOC* can be accessed from pretty much any web browser so there was no requirement to invest in costly new hardware or software infrastructure. With the help of *SOC*, they are now communicating more efficiently with their growing number of stores, they even use the tool to manage the efforts of teams opening new stores.

“Must have store operations tool”

- *97.97% read compliance*
- *77.8% tasks completed on time*
- *99.1% tasks 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 store documents now housed in SOC*

A faster path to awesome

Opterus' SOC is an intuitive, cloud-based solution designed specifically for retail to simply and

More Results

- More effective store preparation has resulted in a 20% sales increase during peak sales periods
- An increase in revenue due to higher conversion for on-time markdown compliance
- Tasks completed on time go from 50% to 95+%
- Savings of 400 hours a month of workload through SOC reporting on tasks
- Timely and helpful responses to stores go from 70% to 95+%
- Real time visibility to react and make changes promptly when issues arise
- When the pricing is completed on time it ensures we maximize accuracy and profit
- Increased task execution on transfers and RTVs to 100% resulted in increased sell thru and significant financial benefits.

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 Dashboard/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.

What our customers are saying

"SOC has far exceeded our expectations for store operations and communications, and has essentially become our store Intranet. 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."

“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.”

“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.”

“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.”

We invite you to take a closer look at the Opterus solution and see how it fits your needs and can help you become more efficient and effective with your communications. Click below to schedule a customized demo and see for yourself!

[Request a Demo](#)

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.

