

Case Study: GameStop

Why GameStop chose Opterus

GameStop had been using a simple, plain text POS email solution in combination with an elaborately developed Microsoft SharePoint site to communicate to over 4,000 stores in the US. In 2016, facing escalating costs for SharePoint in combination with an aging communication platform, GameStop chose to competitively analyze options in the market. Key criteria for the evaluation consisted of: communication, task management, content including visual UI, reporting and metrics, and overall platform capabilities and roadmap. The features offered by Opterus, in combination with the overall investment, made this a winning choice.

Benefits since using Opterus

Since implementing the system in late 2017, GameStop has recognized an immediate ROI by offsetting the Microsoft licensing cost. The licensing model from Opterus enabled an individual account model that can flex with the business growth without massive cost swings typically experienced in the retail segment. Furthermore, the communication lines have become extremely targeted to ensure messages reach each impacted individual on our front line of sales. Benefits stretch beyond these metrics to a more qualitative offering, including a leadership team that is accessible and responsive (a rare find from many competitors today!), a roadmap that reflects solutions to customer pain points, and a transparent partner when questions arise. We were amazed by the ability of Opterus to incorporate a key new feature needed by GameStop into their existing roadmap at very little cost and time.

Usage of Opterus

GameStop is using a majority of the Opterus modules, including: task management, messaging, calendars, evaluations, knowledge base, document library, dashboard and compliance reporting. The usage of store audit, or store walk in GameStop terminology, is anticipated for 2018.

The task management and coordinating calendar have proven the highest value return. The issuance of tasks to all stores has been reduced from an effort that previously took hours down to mere minutes – and the ability to report on nationwide progress is easily obtained by the system and content administrators (no special requests needed from our Business Intelligence



team!). GameStop's field managers quickly embraced the tasks to remove the previously used post-it approach for reminders with the Opterus option for traceable, actionable items. The added visibility into the calendar is new and has been especially helpful for task execution.

GameStop's store-based employees do not have email – therefore the granular targeting of messages, the rich text format, and the mobile access for our regional and district leaders, has greatly enhanced communication. The categorization and filtering of messages enables our store associates to quickly focus on relevant time-sensitive communications so they can maximize their time on customer interface.

The switch from the old solution to the new was done with almost zero training efforts – the solution is intuitive enough to launch with minimal negative impact.

Growth Potential

The implementation of the new platform has been so successful that GameStop is investigating expanding use to stores in Canada, Australia, and potentially Europe.

Results 2019

As predicted, GameStop found that because the Opterus solution was very intuitive and the ease of use was already built in, the learning curve for employees was almost non-existent. They have been saving time and driving execution and consistency in stores like they haven't seen prior to implementing Opterus.

GameStop replaced several solutions with Opterus. One of the solutions they moved off was SharePoint because they felt there were key limitations using that solution. With Opterus, GameStop provides a much more streamlined tool for their stores. They also recognized savings of over \$240,000.00 dollars in licensing costs moving from SharePoint to Opterus. With Opterus, they got everything they wanted and more, in a better package that worked the way they wanted it to work, without any major customization.

GameStop also stopped using Redbook. It was a paper format that they used to print out once a month for every single store. Every month the stores received a new one. Besides being extremely time consuming to plan and print, they are saving \$480,000.00 dollars a year in printing costs alone. GameStop is using Opterus for almost all of their communication. They are now almost completely email-less in the field.

Working with Opterus

GameStop considers Opterus not just a vendor, but a great partner. Opterus shares best practices with GameStop to make sure they are getting the maximum benefit out of using the system. Opterus is quick to respond to any questions in a very intuitive way. It really has become a tool that has driven completion, execution and salesmanship within the company. They have 2 employees that manage over a million documents in the system and Opterus' OpsCenter does a lot of the work and heavy lifting.



“The one thing I am most amazed about with Opterus is that we have gotten so much out of the solution. It has over delivered and we've got it all right here, in one system. Field leaders have told us that it is 'absolutely one of the best tools that we have developed and deployed out to the field to date.' We have over 296 vendors as a company, the support we receive from Opterus is head and shoulders above the rest. We don't get that kind of support and personal touch from the others. It is unmatched. We have been waiting for something like this for years.”

Christian Spor, Director Store Operations Services



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