

## About Dylan's Candy Bar

Founded in 2001 by Dylan Lauren with a mission to awaken the creative spirit and inner child in everyone. Renowned for merging the worlds of art, fashion and pop culture with candy, Dylan's Candy Bar is the pioneer in changing the way we see candy today and is home to over 7,000 candies from around the world.

## COVID-19 Challenges

When Dylan's Candy Bar began planning the reopening of their stores, they were unsure how their employees would be feeling. Would they be anxious, feel protected, or excited? With these unknowns the retail operations team wanted to ensure all employees felt heard and were confident in the safety precautions that were being taken; and in turn to know that the new safety requirements were being adhered to.

## Solutions

The Vice President of Retail had an empathetic strategy at the forefront of her approach. She communicated one-on-one with returning employees and then empowered them by ensuring that OPSCENTER had the most up-to-date information that they would need.



# Sweeter Store Communications with Opterus' OPSCENTER!

With reopening their stores, in the midst of the COVID-19 pandemic, Dylan's Candy Bar has benefited from complete transparency and visibility across corporate and in-field personnel, ensuring that all General Managers are able to access the most up-to-date and relevant content, and improved procedures for health and safety, curbside pick up and more.