

LEADING APPAREL & ACCESSORIES COMPANY OPTIMIZES FIELD WORK EFFICIENCY

SUMMARY

One of the world's leading clothing and accessory companies implemented Movista's optimization engines to enhance central planning productivity and field execution performance.

29 states | 1,000+ stores



OUR OPTIMIZATION ENGINES ARE HELPING FIELD TEAMS REACH **NEW LEVELS OF EFFICIENCY AND PERFORMANCE.** CLIENTS CAN ACHIEVE MORE VISITS IN LESS TIME WHILE DRASTICALLY REDUCING ADMINISTRATIVE WORKLOAD.”

—BRANDON WHITE,
SR. CSM



BACKGROUND

Before implementing Movista, this apparel and accessories company relied heavily on manual processes to manage its field team. Labor scheduling, territory deployment, and store routing were all done largely by hand, resulting in time-consuming admin work and costly labor and route inefficiencies.

As the size and complexity of their field operations grew, so too did their need for more efficient processes, ultimately leading them to Movista's solution.

GOALS & STRATEGY

On top of adopting Movista's core execution platform for field work and reporting, the apparel and accessories company implemented three of our optimization engines (Territory, Route, and Schedule) to streamline their central planning.

The client had many unique constraints we factored in for these optimizations to be most effective, such as store priority, employee availability and status (full-time/part-time, minimum/maximum hour requirements), employee-to-store proximity, and drive time limitation (sub 60-minute trips).

After building these constraints into our engines, the client was able to considerably reduce administrative workload and make quicker yet smarter decisions on labor deployment and territory management.

OUTCOME

Post-implementation, the client noticed significant improvements in central planning productivity. Time spent on recurring administrative tasks, namely route and schedule creation, decreased by twelve percent.

In addition to time savings, the client's central planning team was able to make more informed decisions about labor selection, store visit sequencing, and route logistics, resulting in:

- less windshield time for field reps
- more store visits per week
- more store assignments per rep
- more stores serviced internally

Lastly, with our integrated reporting module, the client was able to gain real-time visibility of their field team's daily work from start to finish in one organized interface, enabling management to better identify growth opportunities and more easily track individual rep performance.

PRODUCT USE

TERRITORY OPTIMIZATION
SCHEDULE OPTIMIZATION
ROUTE OPTIMIZATION
REPORTING
CORE EXECUTION

40% 
Store Visits/Week

12% 
Administrative Time/Week

15% 
Windshield Time Between Stores

26% 
Store Assignments Per Rep

38% 
External Field Team Usage



Movista is an enterprise-grade retail execution SaaS company that empowers store and field teams to easily orchestrate in-store work and improve on-shelf availability. We are revolutionizing the way retail teams collaborate so they can execute flawlessly in today's dynamic store environment. Our solution unifies all key execution functionality into a single integrated desktop/mobile work hub that improves workforce productivity and in-store item management.

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