

COMPLIANCE VISIBILITY COLLABORATION

Global Sales and Merchandising Agency
Pioneers Retailer-Vendor Collaboration
Across U.S. Retail Club Chain

SUMMARY

Globally known Sales and Marketing Agency delivers cutting-edge store merchandising strategy to win servicing contract with American retail wholesale club chain. Relationship between agency and membership-only retail club chain focuses on innovating systems for greater collaboration through technology. Outcome provided 100% visibility and delivered 40% improvement in planogram compliance and an 8.5% lift in on-shelf availability.

Merchandising and Marketing Agency
+20,000 Employees | Global | Using Movista Since 2020



AS A TOP-TIER MARKETING AGENCY,
**OUR CLIENT DELIVERS
NOTHING BUT THE BEST**
TO SERVE KNOWN BRANDS AND RETAILERS
NATIONWIDE. WE ARE PROUD TO HELP THEM DELIVER
AT A HIGH-STANDARD FOR THEIR WHOLESALE CLUB
CHAIN CUSTOMER. THE RESULTS ARE NOTHING SHORT
OF TRUE INNOVATION”

— JED STABLER
SR. DIRECTOR - CUSTOMER SUCCESS AT MOVISTA



BACKGROUND

Within retail 24 percent of unit sales and 52 percent of retail profits are attributed to the work of third-party labor from sales and marketing services agencies. These high percentages drove strategic innovation for one globally recognized sales and marketing agency. With over 20,000 associates around the world, the agency prioritized a forward-thinking approach to service vendor and retail client collaboration.

Communication and increased visibility between agency teams and Club Managers was a primary focus for all teams.

GOALS & STRATEGY

As a trailblazer in their industry, the Sales and Marketing Agency implemented next-generation retail workforce management technology to better serve their clients. The retail club chain benefited instantly from Movista's capabilities. Club Managers were able to view who was assigned to each store task and when across all their aisles at a detailed level and all locations at an executive level. Complete transparency between agency associates and Club Managers ensured that the responsibility of agency associates was met and verified with real-time performance updates and photo verification.

For communication between each party, 1:1 verbal calls, texts, and emails were replaced with automated notifications, mass messages, and mobile-like chats. Centralization of all communication within Movista delivered enhanced security for the agency and club chain.

A common view of the truth granted the club chain complete assurance in the work of their agency partner. Not only could Club Managers see who was to complete what task at what time, but they also were able to deliver real-time responses to schedules back to the agency. This closed loop of information exchange enhanced collaboration between teams and improved the speed of service. The partnership between the two pioneered the next stage of retailer vendor collaboration.

OUTCOME

With Movista's scheduling optimization solution the top-tier agency was able to improve service tremendously. Club Managers were given 100% visibility, teamwork, communication, and collaboration. Response times between teams has improved retail execution compliance rates by a staggering 40%, raised OSA by 8.5%, and has provided the agency with clear visibility into execution demands allowing 6,055 more visits inside the wholesale clubs. Now both teams work collaboratively, efficiently, and with full visibility.

PRODUCT USE

SCHEDULING
TASK MANAGEMENT
RETAIL AUDITS
PHOTO GALLERY
FIELD MANAGEMENT
BI & ANALYTICS

RESULTS

40% IMPROVEMENT
planogram compliance rates

On-shelf availability
RAISED 8.5%

Response time went from
DAYS TO HOURS

Store visits were
**INCREASED
BY 6,055**



Movista is a global, cloud-based retail execution and workforce management solution provider that is transforming the future of work in retail.

For more information, visit
www.movista.com.

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