

ULTIMATE CHECKLIST

STEP UP YOUR RETAIL EXECUTION

According to a study by RIS, the retail industry loses an estimated \$8.5 billion in sales every year due to poor retail execution. Here are a few tips to not be part of this trend!

PLAN THE PERFECT EXECUTION

- Leverage all available labor based on skills, schedules, projects, territories, etc.
- Build surveys with multiple choice questions, pick-lists, and skip logic to collect vital data
- Delegate department-specific tasks

IMPROVE COMMUNICATION WITH FIELD TEAMS

- Share relevant info and training info for the day's projects (attach video tutorials, files, planograms, etc.)
- Send group messages, announcements, or 1:1 message frontline team members as needed from one place
- Create or reassign tasks on the fly and escalate urgent work
- Receive alerts when tasks are becoming overdue

COLLECT IN-STORE DATA TO INFORM YOUR FUTURE STRATEGY

- Leverage teams to collect information about store layout, traffic, cleanliness and competition
- Collect customer sentiment about products during experiential marketing events
- See instant reports and dashboards to track project completions and KPIs

VERIFY PROPER EXECUTION

- Visually verify planogram with pictures
- Run submitted photos through auto-check to recognize fraudulent duplicates
- Use GPS technology and time-stamped data collection to avoid fraud

SEE OVERVIEW OF DAILY ACTIVITIES

- View and edit time on the clock and time checked into location
- View time spent on surveys and survey responses
- Calculate mileage, breaks and lunches information

How'd you do?

If you weren't able to complete this checklist, Movista is here to help. We bring all your needed retail execution tools into one, centralized desktop/mobile work hub. Frontline teams can be empowered to improve productivity, optimize work, deliver great in-store experience, and increase ROI day-by-date.



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