

Retail Case Study

- Major global eyewear retailer -

“What we like most about SimpliField is the simplicity. Our team likes that it is really easy to use, and that it gives us an easy way to view all the results that matter and collaborate on one platform.”

- Director of Operations -



ABOUT

Our client is a **major global eyewear retailer**, and a leading brand within a large French eyewear group.

With **a network of 600 stores including 300 independent franchises**, the company initially chose SimpliField to build **a solution custom designed for the optical market**. The SimpliField solution fuelled real collaboration between store teams, stores and HQ for better visibility and alignment on day-to-day activities in the aim of improving customer satisfaction.

Today, SimpliField is enabling HQ & store teams to effectively respond to the Covid-19 crisis.



PROBLEM

How to support store teams in the midst of Covid-19?



SOLUTION

Store teams become the heart of the Covid-19 reopening strategy.



RESULT

A safe, optimized and efficient re-opening of all retail locations.



PROBLEM

How to support store teams in the midst of Covid-19?

The brand had already successfully implemented the SimpliField solution in all 600 of their stores.



However, with all retail locations forced to close during Covid-19, our client needed to quickly and adequately tackle issues brought by the pandemic to optimize its reopening.

With the impossibility of accessing the stores, **communicating and collecting information was time-consuming and complex to streamline and centralize.** Plus, **communication tools were all in the stores and thus inaccessible during the confinement.**

It was **impossible for regional managing directors to promptly provide and communicate new safety and hygiene norms, and ensure these were correctly implemented in stores.**

Similarly, **store directors were overwhelmed** with the multitude and magnitude of challenges faced while managing the reopening of stores, including the need for adequate equipment to protect employees and clients.

SOLUTION

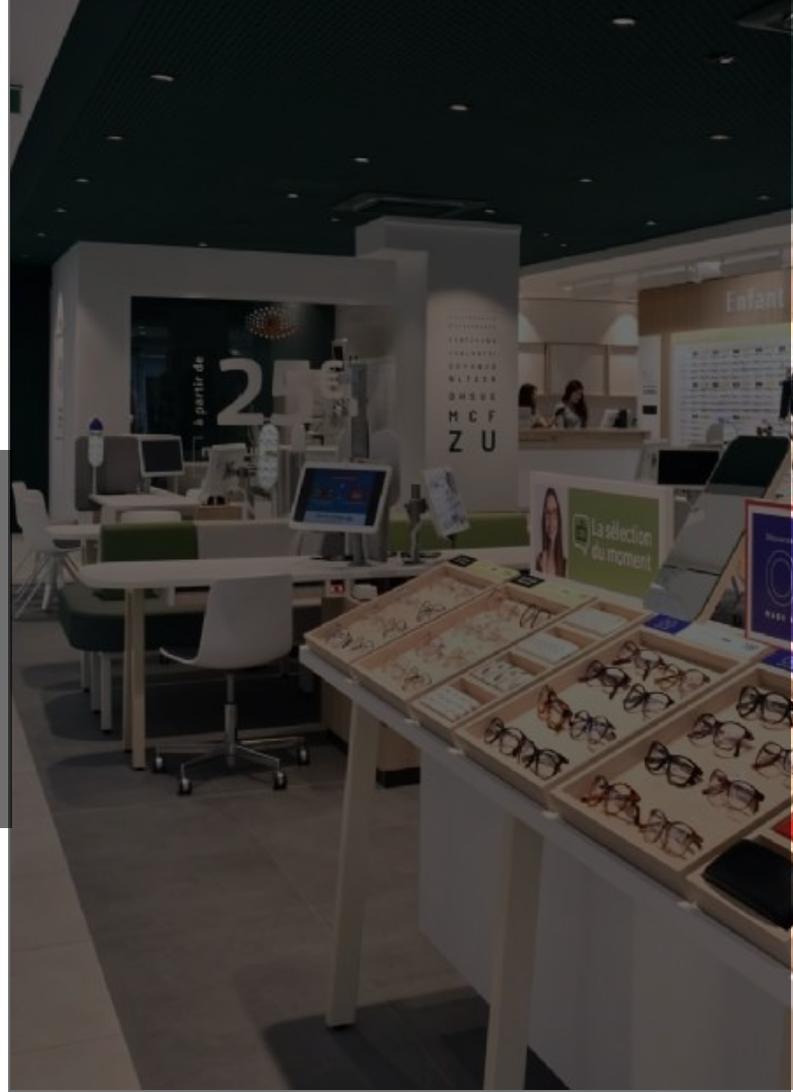
With SimpliField, store teams became the heart of the Covid-19 re-opening strategy.

Straight from the SimpliField app, this retailer **set up 2 new campaigns to support store teams and optimize every step of the stores' reopening.**

1 A **Requirement Mapping** campaign was put in place to adequately equip stores with gels and masks, and particularly equip branches with plexiglass. Managing directors could optimize purchasing orders with precise information on each store to answer all necessary new health and safety norms.

2 A **Covid-19 Merchandising Campaign** was used to communicate on new sales methods and audit the correct implementation of essential new hygiene and security rules, along with its adapted merchandising.

With everything centralized and easily accessible on the SimpliField app, both HQ and store teams could now easily share knowledge essential to dealing with the new norms - in real-time and in one place.





RESULT

A safe, optimized and efficient reopening of all stores.

Staff at all levels were empowered through shared communication using the SimpliField app. Staff were prepared and supported to implement necessary new safety, hygiene, and sales methods in the aim of creating a safe space for customers to shop.

Instant communication
to reassure and support store teams.

Efficient store team
with data entered straight in the SimpliField app.

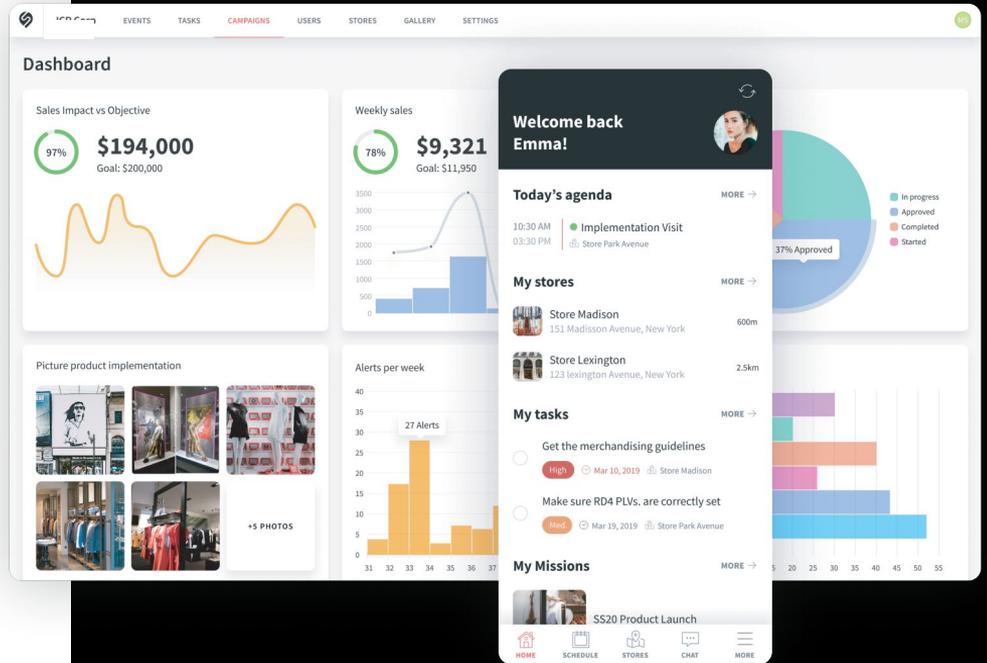
Collecting and filtering information from the teams on the ground was essential to tackling the lack of visibility. Managing directors were now able to access consolidated and reliable information thanks to real-time data entered by store directors.

HQ gained access to insights from reports brought by store directors, and thus could update strategies specific to each store accordingly and fast.

Fast decision making
with customizable dashboards to measure impact and set alerts.



The all-in-one retail performance platform for fast, efficient, mobile collaboration between store teams and leadership at HQ.



LVMH • Acne Studios • HUBLOT • KIABI
THE WEBSTER • KIKO MILANO • habitat



Contact us to get a live demo

Thanks!



Benjamin Zenou

CEO & Founder

+1 917 478 7450

benjamin.zenou@simplifield.com