



# Christmas Tree Shops ♥s SimpliField

Transitioning from an intranet solution for true optimization

## About

Christmas Tree Shops is an American chain of retail specialty stores offering a wide range of products for Every Season, Every Reason - including home, décor, food, pet, children, kitchen and health/beauty care.

CTS turned to SimpliField to lead digital transformation to optimize communications and operations across its network of 80 stores.

**“SimpliField allows us to interact as a single unit - one team with the same goals, from Store to HQ to Field. Communication travels at the speed needed to react to business challenges throughout the pandemic by using simplified design principles and a flexible platform.”**

Dawn DeVincent, Operations Manager

## Context

In 2020, CTS chose SimpliField to develop a unified, mobile-first platform where HQ, Field, and Stores could communicate and act on tasks in real time, providing visibility and driving better results.



The Intranet solution was limited for surveying and validating task completion. End users spent more time tracking down essential resources, and HQ struggled to consolidate information from multiple reports for business KPIs.

## Challenges

- **Visibility and Centralization:** The intranet system could not provide valuable insights due to scattered, unintuitive resources and the inability to collect photos in one place.
- **Accountability & Safety:** CTS wanted to implement scoring systems layered over simple digital forms and implement virtual operations to increase store accountability, even remotely.
- **Efficiency & Workplace Mobility:** Teams spent less time in stores due to tedious reporting systems and dispersed communications.



**Christmas Tree Shops®**  
Every Season. Every Reason.™

## Solutions

**EMPOWER:** The Newsfeed empowers Field and Store users by shining spotlights on company news, best practices and keeping everyone aligned on the latest operational developments.

**EXECUTE:** Straight from the SimpliField mobile app, users can easily carry out their daily operations: from completing missions, taking photos and submitting reports, to interacting live with their peers and managers through comments and the Chat.

**CUSTOMIZE:** Administrators can instantly adapt information funneled out to users and drive optimization based on both end-user feedback and field and store insights on KPIs.

**ANALYZE:** Custom Dashboards with tailored metrics for HQ, Field & Stores support CTS in pushing to homogenize best practices at company level.

**100%** Store and field information is consolidated in one place, including photos.



Store users saved 45 minutes on weekly reporting.



Stores saved 1 hour weekly on Merchandising using SimpliField.

## Results

**Communicate:** End users can communicate easily, instantly and securely across teams, all while being environmentally-friendly!

**Operate:** Managers can easily track and manage the day-to-day operations from the app. The SimpliField team consistently supports CTS to continue driving user engagement and platform optimization.

**Analyze:** Corporate gain real-time field insights and consolidated data for more efficient and informed strategic decisions.