SimpliField

Eyewear Retailer x SimpliField

Support store teams in the midst of COVID-19

About

Our client is the leading brand of an international eyewear group.
Since 2018, SimpliField supports the brand's teams with a solution tailor-made for the eyewear market.

Retail Network

- 650 stores, including 300 franchises
- 700 users
- France

"What we love the most about SimpliField is that it's simple! Our team likes that the tool is easy to use: it enables us see the results that count and to collaborate on one single platform."

Operations Support Manager

Context

Our client's Store and Headquarter Teams had already successfully implemented the SimpliField solution across their entire network of eyewear stores.

However, with all stores forced to closed in March 2020 due to Covid-19, our client needed to efficiently solve the challenges brought by the pandemic to optimize re-openings.

Challenges

- Without being able to access stores, **it was even more complex to rationalize and centralize information.**
- **Regional Directors could not quickly provide their teams with new health and safety guidelines** or make sure that these were correctly implemented in each store.
- **Store Directors were preoccupied with the efficiency of managing store re-openings from a distance,** particularly with providing the necessary equipment to protect their employees and customers in stores.

Solutions

1 **Communicate:** With SimpliField, teams were instantly informed and engaged in the reopening process with targeted announcements and centralized communications. Our dedicated Merchandising module increased visibility into store and team compliance.

2 **Operate:** The SimpliField app facilitated agile execution even during the pandemic by identifying the needs of field teams: stores were equipped with adequate masks and hydroalcoholic gels, and subsidiaries with Plexiglas.

3 **Analyze:** SimpliField aligned all teams on actionable, meaningful data. Regional Managers were able to optimize purchase orders for each store, train on new sales methods, and audit the proper implementation of new health and safety norms – even at a distance.

The implementation of operations increased in quality by up to 70%.

7 days Teams gained up to 7 days when implementing new operations.

Managers gained full visibility on store operations thanks to a photo gallery of up to 40,000 photos.

Results

- ***Teams were supported and empowered*** thanks to formative and instant communications on the app.
- ***Strict processes increased visibility:*** thanks to real-time data, Store and Regional Managers gained constant access to consolidated and reliable information.
- ***Headquarters can quickly adapt strategies specific to each store based on field insights*** thanks to digital reporting and Dashboards.