

Cosmetics Wholesaler (USA) x SimpliField

Digitalizing operations for
efficient remerchandising

About

Our client is a leading international beauty company from N.Y.C. offering a diverse portfolio of 15+ cosmetic brands, from skincare to fragrances.

This wholesaler chose SimpliField to digitalize its communications and operations, including inventory management, scheduling, tasks and reporting.

“SimpliField has given us coordination, visibility and more time to focus on improving our wholesale strategy: in one app, we can handle tasks, reporting, scheduling and even inventory.”

Merchandising Coordinator

Context

Twice a year, the Merchandising Teams travels to report on the brand’s wholesale locations.



However, each Merchandiser has 20 to 40 locations to visit in the span of only 3 weeks, leaving half a day for each wholesaler to be reset for the next cycle.

Challenges

- The data and assets essential to keep up with inventory and cycles of merchandising were inconsistent as there was no standardized reporting format in place.
- Merchandisers were bound by time-sensitive projects which did not allow for wasted time or mistakes.
- HQ were not guaranteed that they would access the key data points they needed for strategic decision-making and were concerned about including District Managers as part of the feedback loop.



A Mobile Tool for Wholesale Merchandisers

- 1 Communicate:** Our dedicated Visual Merchandising module allows Merchandisers to collaborate and get a clear view of store and team compliance. Feedback is shared instantly to the whole enterprise enabling merchandising decisions and implementation to happen quickly.
- 2 Operate:** Digital reporting and intelligent automations streamline processes: Merchandisers are coordinated with Visits Scheduling, Task Management and Docs straight on SimpliField. The Product Scan allows to flag out-of-stock items and handle the restocking of shelves.
- 3 Analyze:** SimpliField aligns on actionable, meaningful data. Metrics are surfaced specifically for each role, giving a clear view to merchandising insights – in real time and in one place.

COVID-19:

Merchandisers were yet again under stress due to different locations facing unique COVID-19 restrictions.

The brand was also particularly concerned with the lack of official guidelines for cosmetic brands which translated into reliance on competitive knowledge to meet industry-level standards.

Merchandising Teams were empowered with SimpliField to support well-being, improve agility and radically improve collaboration during the pandemic:

- **Updated report templates, checklists and virtual visits** were implemented through the app to provide for real insights on foot traffic and competitive knowledge.
- **The Docs module consolidated readily available informative and training documents on safety and compliance** for employees and stores to adapt quickly and keep up with shifting health and safety rules.