

Retail Fashion x SimpliField

Supporting Store Teams
in the midst of Covid-19



About

Our client is an international ready-to-wear fashion brand and contemporary art exhibitor.

With 28 stores across France and the U.S.A., the brand chose SimpliField to digitally transform the management of its team communications and operations - including reporting, merchandising audits and new collection launches.

“Store teams became the heart of our COVID-19 reopening strategy. SimpliField gave us the visibility we needed over store operations and compliance, even at a distance.”

Retail Managing Director

Context

The brand had already successfully implemented the SimpliField solution in all its U.S.A.-based stores.



However, with all retail locations subject to different conditions during COVID-19, our client needed to quickly and adequately tackle the lack of clarity brought by the pandemic.

Challenges

- With the impossibility of conducting in-person visits, communicating and collecting information was time-consuming and complex to streamline and centralize.
- It was impossible for 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 re-opening of stores.



Solutions

Inspired by SimpliField's new Template Library, our client set up two major training and reporting measures for store teams. With everything centralized on the 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.

- 1** A **Daily Reopening Checklist** on the SimpliField app was put in place as a general daily checklist, including all new health and safety precautions, maintenance, stocks and merchandising for the reopening of stores.
- 2** A **Store Cleanliness Checklist**, was simultaneously used as a quick daily checklist to ensure the correct implementation of essential new hygiene and security rules, such as wearing masks, in-store cleaning and the provision of hydroalcoholic gels.



Increased visibility over store compliance, even without in-person visits.

100%

A safe, optimized and efficient re-opening of all U.S.A. store locations.



Strong team engagement: 140 reports on average were submitted within the reopening period.

Results

Communicate: Teams could collaborate across locations and get a clear view of compliance. Feedback was shared to the whole enterprise, enabling quick decision-making.

Operate: Digital reporting and training supported Store Teams in tackling new operations. Managers could organize activities, assign and track follow-up actions, and view results in one place.

Analyze: SimpliField aligned all teams on meaningful actionable data. Managers could easily access reopening KPIs to guarantee compliance, even at a distance.