

Fashion & Toys Retailer x SimpliField

Supporting store teams in the midst of COVID-19



About

Our client is a leading French group dedicated to children. Present in 70 countries, the group counts 8 brands offering clothes and toys for kids.

Retail Network

- + 600 stores
- + 630 users
- France, Switzerland, U.S.A.

“Since the beginning, SimpliField works in collaboration with our teams and never ceases to innovate so that the solution always fits our needs. The app supports us in our daily operations and enables us to exceed our performance targets.”

Retail Coordination Director

Context

Well established since 2019, the SimpliField solution already enabled Field and HQ teams to communicate and digitalize all the essential information and processes.



However, with stores subject to different health and safety conditions due to COVID-19 in March 2020, the group turned to SimpliField to anticipate store reopenings using the app.

Challenges

- With all in-person store visits cancelled, communication and information-sharing was limited and prevented accurate and agile field monitoring.
- Regional Managers could not guarantee consistent store compliance with evolving government health and safety norms.
- Store Directors were concerned with the effectiveness of managing store reopenings remotely.



Solutions

- 1** **Covid Checklists on the app** prepared store teams a week ahead and evolved with changing health and safety norms at each reopening. Thanks to the completion functionality, Regional Directors could identify and contact stores that did not comply with the process.
- 2** **The Newsfeed** served as a complementary animation tool to instantly share news, priorities and reminders. At the heart of operations, it centralized all communications, going so far as to replacing emails.
- 3** **The Photo Gallery and Docs Library** enabled to consolidate, organize and share in real-time all the necessary data on SimpliField for each reopening. As a result, 100% of store windows were already validated as compliant prior to reopening.



A database of 60,000 photos proved in-store compliance.

100%

Regional Directors were trained for each reopening on SimpliField.



The Newsfeed provided real-time and centralized communications between Field and HQ.

Results

- **Teams were empowered and supported** thanks to shared communications and training resources.
- **Strict processes increased visibility.** Regional Directors could access consolidated and reliable information thanks to real-time data.
- **Managing teams had constant access to field insights through reports and the Dashboard** and could quickly update store-specific strategies.