

CASE STUDY

New labor model improves customer experience for international athleisure retailer

CHALLENGE

An international athleisure retailer’s APAC operations were struggling with a legacy labor model requiring manual calculations of hours based on a limited number of parameters.

This model was a drain on resources, detracted from the customer experience and, ultimately, sales.

The retailer partnered with Connors Group to rethink its labor approach and rollout a new solution.

OBJECTIVES

- Align guest service with local guest expectations across all APAC countries
- Understand how guests shop as they navigate the store
- Learn how staff uses their time across all activities
- Uncover how all in-store processes impact hours
- Optimize local adaptation of new labor model for continuous improvement



STRATEGIC APPROACH

Connors Group launched a new labor model powered by Artificial Intelligence in all APAC countries. This was a big step forward in our partner’s ability to accurately allocate hours. In order to fine-tune the new model, we conducted additional studies focused on how guests shopping habits and staff processes can inform maximum efficiency. ▶▶▶

RESULTS

Following the launch of the new labor model, Connors Group studied local stores to identify areas to celebrate and opportunities to improve.

DATA COLLECTION

10,348
educator samples

1,573
guest samples

95%
sampling accuracy

CUSTOMER JOURNEY

39%

Guests that are greeted

Guests that receive additional service beyond the greeting deliver an even higher conversion rate.



Staff should be saying more than "Hello" to our guests

92%

Guests that spend 30 minutes shopping.

Guests that spent 45+ minutes in store doubled the basket size of 20-minute shoppers.



Baskets and conversion rates grow, the longer a guest spends in store

70%

Guests that used a fitting room

That's higher than any other kind of service.



If you want them to buy, encourage them to try

EMPLOYEE UTILIZATION

2:1

Guest-to-staff ratio

on Mondays and most mornings. That's reversed on Sundays.



Consider adjusting staff schedule and operating hours if trends continue

93%

Management team utilization

Key leaders' utilization is slightly lower at 87% while idle coverage is a mere 10%.



Explore if automation can take admin tasks off management's shoulders

HOW WE WORK

We help increase financial health, employee satisfaction and productivity.



Partner

Discover

Strategize

Implement

Quantify

WHO WE SERVE

Retail | Supply Chain | Manufacturing | QSR/Food Service | Healthcare