



## How a European franchise operator used Tulip's Blueday to establish an operating playbook and leadership bench

### Overview

A franchise operator with stores across 11 countries in Europe and the Middle East was looking for a solution to deliver a consistent customer-centric operating model across their locations within a brand, and eventually across other brands within their portfolio. They wanted a tool that would help them develop their associates and build their leadership "bench." They selected Tulip's Blueday to be their answer.

## A data-driven approach to optimize store labor in order to execute a customer-centric operating model

While delivering a great customer experience was the retailer's central goal, meeting that goal also had to fit with their labor and margin plans. The key to balancing all of this was better decision making at the store all the way down to the shift level. After consulting with the retailer on their KPIs, goals, and operating processes, Tulip's Customer Success team configured the system to unify data from various sources into an intuitive interface that highlighted past performance and future risks for every store, per day and week.

Further, the retailer used Tulip's advanced Artificial Intelligence capabilities to provide tailored, tactical recommendations for each shift on ways to overcome the risk and maximize opportunities. Armed with this new tool, store managers were able to optimize their store labor across the week. The system automatically identified their key selling segments, which associates and shift leaders were most skilled at delivering a great customer experience to drive sales during these segments, and who needed support with what elements of the customer experience, and when.

*"We are loving Tulip's Blueday solution! With it stores have the visibility and insights they need to make great decisions, every day."*

– Principal, Omnichannel Sales and Operations

## Improving performance on the fly with more impactful intra-day reporting

Another key goal for the retailer was to help stores be more agile and responsive within a day. Prior to implementing Tulip's Blueday, store managers and shift leaders had only had static POS reports to understand performance. While they were able to view this data in real-time, like their other legacy reports, the data was split across multiple screens and hard to follow. As a result, it did not give shift leaders insights into their opportunities and how to utilize their team's strengths to get back on track.

“Stores being able to see the intra-day results updated every 15 minutes is a huge win!”

– Head of Stores

Tulip’s Blueday solution, by contrast, gave real-time reporting during the day that was integrated with their daily plan so leaders could instantly see how the day was going, how they could make up deficiencies, and when there was an opportunity to have a truly great day. As a result, store managers and shift leaders could adjust tasks on the fly and give associates immediate coaching to improve both the customer experience and sales.

## Building a bench of future leaders

As a fast-growing company, the retailer placed a large emphasis on succession planning and developing their leadership bench from their current employees. With Tulip’s Blueday, the retailer was able to identify, and fast track, high performing associates, shift leaders, and store managers who were ideal candidates for increased responsibilities and promotions. Area managers and store managers used Tulip’s Blueday to see data-driven, granular insights into the abilities of their employees and used Tulip’s recommendations on the best way to coach these individuals.

“We strive to empower our people to achieve their ambitions and enhance their careers.”

– Retailer vision statement

## Positioned for success with a store labor optimization playbook to deliver a customer-centric operating model

“We were very happy with the implementation process. Everything we discussed was delivered. And we now have a playbook for success.”

– Principal, Omnichannel Sales and Operations

Through Tulip’s solution, the retailer was able to execute its strategy of a consistent, customer-focused operating model across all its stores within the initial brand. With the strategy and playbook now in place, the retailer is making plans to leverage Tulip’s Blueday with new franchised brands, and build a reputation for excellence that will power their growth.

Tulip is a mobile application provider focused on empowering associates in retail stores. Partnered with Apple, Tulip’s mission is to harness the power of the world’s most advanced mobile technology to deliver simple-to-use apps for store associates to look up products, manage customer information, check out shoppers, and communicate with clients. Leading retailers like Mulberry, David Yurman, Saks Fifth Avenue, Kate Spade, Coach, Michael Kors and Bonobos use Tulip in their stores to elevate the shopping experience, increase sales and improve customer service.

Learn how to power your fleet of store associates with mobile technology.

Contact us at [www.tulip.com](http://www.tulip.com)