# How Tulip's Blueday helped an auto parts retailer turn store managers into business managers

Overview

A 90–store automotive parts retailer operated a complex business that spanned consumer, commercial, and wholesale channels, all from their physical store locations. To improve their results, they wanted to better understand the drivers of performance in each store and – most importantly – equip their store managers with the tools to manage and optimize those drivers on a daily basis. The retailer chose Tulip's Blueday solution to give them the actionable data needed to diagnose performance issues, optimize schedules, and create daily action plans that enabled store managers to run their stores more efficiently and effectively.

> "When we had our annual store meetings, I watched my store managers talk about their businesses. I immediately realized what a difference Tulip's Blueday solution had made on how they proactively think about and plan their days and weeks.
>
> — Head of Stores

## Using data and making it useful

The retailer understood that for data to positively drive business outcomes, it must be both used and useful. Prior to using Tulip's Blueday, store managers were given numerous reports and scorecards. These reports were supposed to be ready each morning but were often late and incomplete. Even when the reports were there on time, Store managers struggled to put the reports to good use because the process to review the data took a lot of time (that they couldn't spare) and required a level of analytical skill more suited for data scientists. As a result, store managers were focused on low hanging fruit – task execution – and hoped that was enough to lead to better sales results.

> "In visiting my stores, I was able to see the difference Tulip's Blueday made within the store teams. Not only was it automated, easy to understand and available with all relevant data in one platform, it helped my teams construct focused weekly plans that optimized their schedules, planned operational tasks at the right time, and kept them focused on beating their sales goals throughout the shift.
>
> — Regional Manager

Tulip worked with the retailer to understand their key KPIs and what elements a store could impact. Tulip's Customer Success team then configured the system to ensure that all the relevant data was organized and displayed in an intuitive workflow that made the data come alive for store managers. Instead of pouring through confusing reports to see what was going on, suddenly within Tulip's Blueday the drivers and risks to their businesses were color coded and leapt from the screen.

In one case, a store manager identified during their Blueday training session that his weekly sales misses were coming from associate underperformance on Sundays, the only day of the week where up to that moment he didn't think a shift manager was required. Rather, he had traditionally used a more experienced associate as the de facto shift lead. Once the system showed him the impact of this choice in stark colors, he added a Shift Manager to the Sunday schedule since that was necessary to coach and direct the associates. As a result of this change, the store's sales were 26% above plan on Sundays, his weekly sales misses went away, and he still stayed within his labor budget.

## Making store managers great business leaders

" *Without the information from Tulip, I would not be able to create my business plans with specific actions to get results. Tulip's Blueday helped me plan for busy days as well as changed outcomes of a slow day.* "

– **Store Manager**

In order to make true changes in results, the retailer wanted to transform the skills of their store managers, moving them from task managers to business managers. Tulip Blueday's interface and workflow made it very easy for store managers to understand their business, and the embedded Artificial Intelligence helped those managers understand actions they could take to reduce risk and capitalize on opportunities. The result was a weekly plan of action for each store that maximized their chances for sales.

Store managers were able to share their plans with their teams, have it automatically updated through the course of the week, and make adjustments as conditions warranted. Store managers started to take control of their store's results and drive higher levels of performance. Associates also became more motivated because they could understand the plan for the week, their role in impacting results, and had clear guidance on what they needed to do to be successful.

At one store, the Store Manager realized that Thursdays and Fridays were lagging. Using Blueday, the store manager could see that staff levels were not well aligned to changes in transactions per hour, and that the scheduled teams were lagging in average transaction value because key products were not being promoted. He added a middle shift to cover the increased transaction volume, shifted associate tasks to cover both sales and backroom activities, and coached the team members on the skills needed to build complete product solutions for their customers. These changes resulted in an immediate 10% sales improvement.

# Creating visibility and accountability for field leadership

Beyond the tools for store managers, Tulip also had a profound impact on regional managers. With Tulip's Blueday, they now had a comprehensive view into performance across their stores both at an aggregate level, and for each individual store. One regional manager described it as being akin to "a virtual store visit," but without the travel hassle. With a few clicks, they could identify which stores needed support, in what areas, and the action plans that store managers had.  The increased visibility also led to increased accountability for store managers. Now field leadership could see which store managers were making plans, and how closely those plans aligned to the data that was presented to them.

> *I could see how my stores were thinking about their business and what their plan was to achieve sales. So, I knew which store managers needed my help, and with what.*
>
> — **Regional Manager**

# Continued long-term success

After seeing positive results from a pilot phase with one region, the retailer rapidly rolled out Tulip's Blueday to the rest of its stores. The system was enthusiastically embraced by all levels of the stores organization. And the results show. Early on, the retailer is continuing to see increases in store performance, better planning from their store managers, and more engaged associates.

## Other Tulip Apps

Everything you need to elevate service and personalize customer engagements.

### Clienteling

Store associates can manage customer information, preferences, follow-ups, and client communication with an intuitive, simple to use mobile app.

### Checkout Nova

Seamlessly process orders anywhere in the store, and includes an omnichannel shopping cart, order processing capability, and complete order history including refunds.

### LiveConnect

Customers can communicate with retail stores in real-time over their preferred social channels through a simple and intuitive user interface.

### Assisted Selling

Provide customers real-time inventory information, product details, pricing, promotions, customer reviews and ratings from across the endless aisle.

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

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