

## Align Labour Utilization with Plans and Budgets

Retail organizations face a major challenge when corporate sales forecasts, labour plans, and budgets do not reflect the real-world staffing, scheduling, and operational needs of individual stores. This disconnect makes it difficult for store and district managers to adhere to plans and budgets, potentially affecting productivity, service, and sales.

The solution to this challenge is to connect overall corporate objectives with the needs of each store, which can streamline planning cycles and improve budget compliance across all locations. However, these lofty goals are difficult to accomplish using isolated, top-down planning processes that cannot effectively consider the unique business requirements and customer demand patterns experienced by individual stores.

Workforce Budgeting™ — part of the Kronos® for Retail workforce management suite — addresses these issues by giving retailers a more accurate and collaborative way to perform sales and labour planning. The application accomplishes this by allowing corporate, district, and store managers to contribute, revise, and approve planning-related content. This, in turn, allows the creation of reality-based plans — built from the bottom up — that align store-level staffing and operational needs with corporate sales and productivity goals.

### Balance labour costs with quality service

Workforce Budgeting uses an advanced business and labour forecasting engine to coordinate analysis of historical business trends with information related to operational planning, labour productivity, and in-store execution. It does this by factoring each store's demands — operating hours, labour standards, sales/customer volume, and employee data — to create real-world sales goals and labour budgets. Retailers can even import budgets from third-party systems and export data for deeper analysis. The result is cost-effective, store-specific plans that are designed to improve service, sales, and employee satisfaction.

When used in conjunction with other applications in the Kronos for Retail suite, Workforce Budgeting allows approved budgets and plans to be used as constraints during scheduling and as a baseline for performance tracking. Greater visibility into and control over store-specific business and labour information helps managers avoid overstaffing and respond to cost overruns in real time.

### Enhance customer and employee loyalty

Workforce Budgeting helps managers increase both customer and employee satisfaction through more efficient scheduling. For example, sales and labour budgets based on each store's unique variables — customer volume, sales promotions, holiday traffic, and employee availability — enable managers to avoid understaffing, which can reduce employee morale and quality of service.

Using Workforce Budgeting, managers staff their locations with the right mix of employees based on projected customer or sales volume. Optimized schedules and happier employees help to deliver a better customer experience, which translates into increased conversion rates, repeat business, and average transactions. And improved employee morale can help reduce turnover and absenteeism.

## Key Benefits

- > **FACILITATE COLLABORATIVE PLANNING** to create buy-in at all management levels
- > **CREATE AND REVISE SALES AND LABOUR BUDGETS WITH EASE** using alerts that notify managers when action is required
- > **FACTOR IN STORE-SPECIFIC NEEDS** during planning and budgeting
- > **ALIGN CORPORATE PLANNING** and financial goals with store execution using KPI-building tools
- > **ENHANCE PRODUCTIVITY**, service, and operational flexibility across retail operations
- > **RESPOND QUICKLY** to changing business requirements by making global adjustments across multiple locations
- > **REDUCE COSTS, INCONSISTENT PRACTICES, AND COMPLIANCE RISKS** for bottom-line results

### Respond proactively to changing business needs

While most organizations create budgets annually, circumstances often change during the course of the year. When budgets are fixed, it is difficult to respond effectively to new opportunities and situations. That's why Workforce Budgeting allows organizations to make real-time modifications to their plans in response to changes in competitive activity, market conditions, labour laws, or union rules.

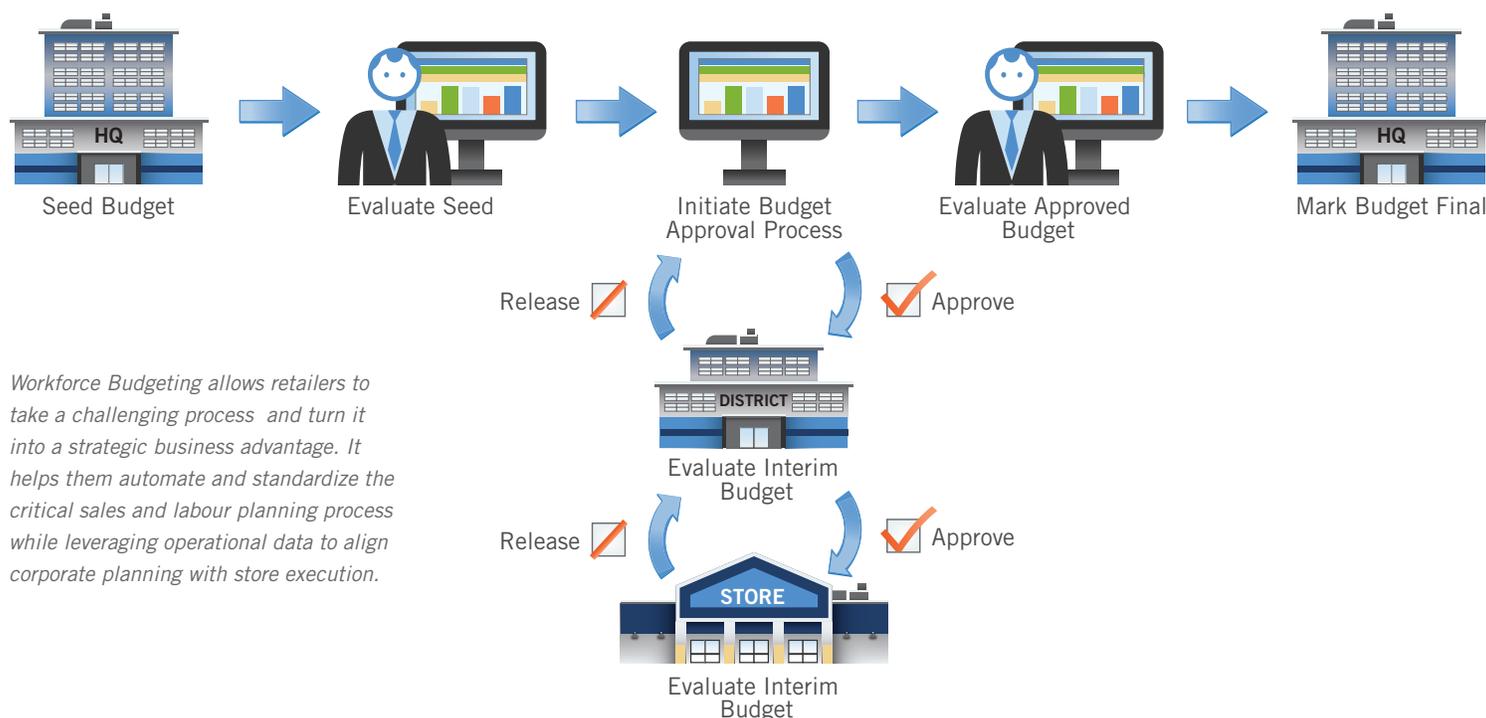
Workforce Budgeting allows retailers to reforecast and modify sales forecasts and labour plans — for stores, regions, or the entire organization — on a biannual, quarterly, monthly, or weekly basis. Retailers can make global adjustments across multiple locations — instead of editing each store's plan individually — to save time and increase accuracy. Automated alerts notify managers when they need to take action on a released plan. And for even greater efficiency, store managers can view only those plans that require action, giving them more time to focus on driving sales and customer satisfaction. These capabilities enable managers to quickly react to changing business conditions and stay on track to achieve corporate goals. The solution also helps organizations

track and manage compliance requirements with minimal administrative effort and cost to reduce risk of fines, lawsuits, and negative publicity.

### The right company for your retail workforce management needs

Kronos helps retail organizations manage their most valuable and expensive strategic asset — their workforce. How? By giving them the tools they need to help them control labour costs. Minimize compliance risk. And improve workforce productivity. Our scalable easy-to-own workforce management solutions, which can be implemented on premise or in the cloud, make complete automation and high-quality information a reality. Giving retail operations of every type the means to boost employee satisfaction and, by extension, the quality of customer service.

With more than 50,000 stores and 2 million employees using the Kronos for Retail solution — and more joining every day — we're proving workforce management doesn't have to be so hard.



*Workforce Budgeting allows retailers to take a challenging process and turn it into a strategic business advantage. It helps them automate and standardize the critical sales and labour planning process while leveraging operational data to align corporate planning with store execution.*

