

Improving Communication and Task Management in Retail

A growing multi-billion and multi-brand retailer engaged Clarkston to support their retail store organization efforts as it continued to acquire new brands. The client had recently re-organized regional and district management to oversee multiple brands to increase productivity; however, each brand retained different internal systems for accessing documents, reports, and communication throughout the workforce.

Recognizing the importance of a unified system with a tailored approach for each audience, Clarkston managed the vendor selection process to select a software provider to deliver improved communication and task management capabilities to better support overall store operations – from the management team to the store associate. Throughout the vendor selection process, Clarkston remained an impartial third party to organize feedback against the defined selection criteria as the client made final decisions on the vendor.

Retail Case Study

PROJECT OVERVIEW



INDUSTRY:



Retail

PRODUCT AND SERVICES:



Apparel and Accessories

PRIMARY OBJECTIVES:

- Identify a scalable communication and task management platform to support business objectives and enable future growth
- Prepare organization for implementation by leading discovery to capture legacy system capabilities and plan for future state format
- Develop Request for Proposal (RFP), providing possible vendors with details to describe how their solution would support the client's needs
- Manage execution of vendor selection process, culminating in selection of best-fit vendor for enterprise needs

RESOLUTION:

- Utilized the Clarkston vendor selection methodology to document business requirements (current and future) required to support growing business
- Conducted market scan of potential software vendors, comparing functionality and capabilities of each vendor to determine short list of RFP participants
- Engaged with leading software solution providers, giving insight to unique client requirements to ensure fit and to develop a working relationship for partnership in implementation phase of project
- Remained an impartial third party throughout vendor presentations and negotiations and organized feedback against defined selection criteria to support client's final vendor decision
- Partnered with the client throughout finalization of contract negotiation and developed project and resource plan for implementation to jump-start the next phase of the project

KEY BENEFITS:

- Created alignment across multiple brands with unique requirements on future state needs with enterprise-level goals and continued growth in mind
- Demonstrated objective understanding of software vendor capabilities as they supported the client's business needs
- Finalized selection of a software platform that met organizational needs
- Developed initial project plan for implementation and roll out to locations to speed project delivery after contract negotiations

KPIs

- **Six legacy systems to be replaced by single unified system**
- **A narrowed landscape of six vendors were engaged to participate in a formal RFP process and evaluated for the best solution to fit the client's needs**

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