

Reitmans Case Study

→ Reitmans Uses StoreForce Tools to Become a More Omnichannel Business



Founded in 1926, Reitmans Canada Limited (Reitmans) has been a staple for Canadian women's fashion for nearly a century. Today, Reitmans operates three brands: Reitmans, Penningtons, and RW&CO., serving Canadians with a strong physical and digital presence across the country.

The retail landscape has evolved. Retailers have adapted their offerings through physical brick-and-mortar stores, and through e-commerce to accommodate new customer expectations. The lines have blurred between these channels, resulting in an "omnichannel" business model. The transition between channels has become seamless, providing the customer with an enhanced shopping experience.

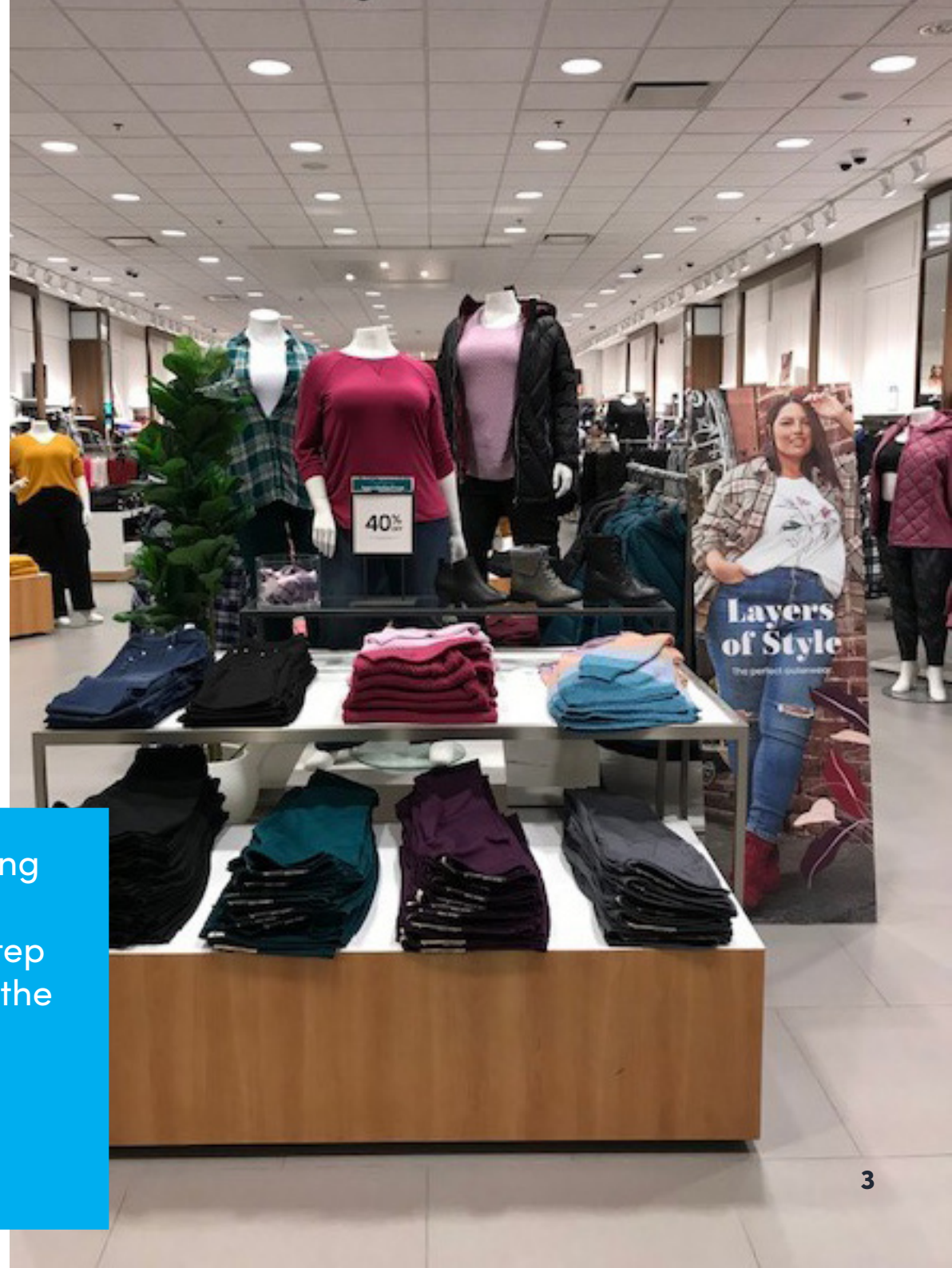
The Case

Traditionally, performance has been measured by individual channel. This meant brick-and-mortar stores and E-commerce channels were constantly at odds. With the change in customer expectations regarding a channel-less experience, Reitmans has repositioned themselves to accommodate a more “omni” experience, both in and out of stores.

To be able to do so, Reitmans shifted the focus from channel to customer. The Reitmans customer shopping online is the same customer shopping at the brick-mortar location. Measuring performance throughout their fleet of stores needed to be in line with that change of mentality. Reitmans has realized that their in-store sales and their e-comm sales should be measured toward one common goal, which is to grow the overall market.

“We’re looking at brick-and-mortar sales, along with our quick find fulfillment – so what we’re shipping out of our stores – to take that first step toward becoming more omni with some of the new KPIs we’ve created through StoreForce.”

LORI BUDGEON
DIRECTOR OF SALES & OPERATIONS
REITMANS CANADA LTD.



The Solution

Part of the StoreForce solution offers an opportunity to look at the store as a market. “Stores as Markets” is a phrase coined by StoreForce. It describes brick-and-mortar sales combined with online sales that take place within the physical store’s geographical market. Online sales are then credited to the physical store’s location.

A “Stores as Markets” approach allows Reitmans to have a holistic view of the total demand associated with that store’s location. This triggers a fundamental shift in behavior at the store and associate levels on the sales floor. This approach also creates a shift in mentality when allocating labor. It better accommodates both the in-store sales as well as accounts for the online activity from a demand standpoint.

Reitmans has already taken the first steps to becoming more omni. Using various tools available within the StoreForce solution, they have begun to achieve a more cohesive sales strategy between all their sales channels. StoreForce has allowed Reitmans to create many new KPIs that help them bridge the gap between their in-store and e-comm sales. KPIs like Available Capacity help them optimize all in-store scheduled hours to get the most out of their labor spend.

Geolocating sales also allows them to properly allocate budget to fulfillment tasks going on in the stores. StoreForce’s all-in-one solution has added a layer of objectivity when looking at data. Management is better equipped to make important business

Geolocating Sales

How do you evaluate a store’s performance? It’s difficult when so much of the activity that pertains to the store happens outside of its physical location. As stores are responsible for more non-sell tasks to fulfill omni activity, they need to be given credit for the labor to be spent accordingly. Geolocating e-comm sales takes the business into a more omni direction.

Stores need to fund all the order fulfillment activity somehow. Naturally, giving each store credit for the orders that they fulfill makes sense. *“We’ve recently introduced geolocating sales through e-comm. So we’ll be taking our business into a more omni direction, in all regards. We’ll review how we look at our overall fleet of stores in that light more in 2022,”* commented Lori Budgeon, Director of Sales & Operations, Reitmans.

Giving the stores credit for their fulfillment activities triggered a fundamental change in behavior at the associate level. Long gone are the days of providing a different experience based on channel. Today, every interaction counts, because the Reitmans associate can have visibility to their impact within an ever-growing market. In addition to visibility, the associate is now compensated according to their efforts in that regard.

Available Capacity

Brick-and-mortar KPIs also need to be looked at differently. Proper scheduling for sell and non-sell activities is more important now than ever. Available capacity lets you know when store associates can perform non-sell activities needed, like order picking, packing, and shipping during less busy times. This way, Reitmans can ensure they always get the most out of every labor dollar they spend.

Using various StoreForce tools, Reitmans is on its way to achieving even better customer service by providing a more seamless experience for their customers. StoreForce is also helping them improve various operational efficiencies throughout their business.

Reitmans continues to focus on training and educating their teams on StoreForce's all-in-one solution so they can continue to leverage its advanced tools. This will continue to help drive performance in their stores and provide an overall improved customer experience within all their sales channels!



For more insights and discussions, visit **StoreForce Resources**

RETAIL COMMUNITY CORNER



Video:

Snipes Realizes Significant Benefits for their Stores and Employees with StoreForce



Interview:

Build-A-Bear Workshop Successfully Modifies Their Operations to Weather the Pandemic



Success Story:

Duluth Trading Company Introduces Discussion Boards to Improve Visibility, Communication, and Drive Consistency of Execution

BLOG POSTS



Real-Time Communication and Flawless Store Execution Help You Win in Retail



Vlog:
What's New in Retail with Chris Noble, Global Director,



Revisit and Revamp Your Approach to Retail Labor Planning



Contact Us

 getintouch@storeforcesolutions.com

 www.storeforcesolutions.com

 [storeforcesolutions](https://www.linkedin.com/company/storeforcesolutions)

 [storeforce](https://twitter.com/storeforce)

Our Offices

North America

Toronto, Ontario
Canada

+1 416 642 7438

Europe & UK

Brighton, East Sussex
United Kingdom

+44 12 7392 1800

Australia

Bondi Junction, NSW
Australia

+61 438 362 438

South Africa

Cape Town, Western Cape
South Africa

+27 82 9019034