



Foundational to Retail Operations

Retailers today face increasing pressure to optimize labor costs while maintaining high levels of customer service. StoreForce provides an integrated platform that helps retailers like Fabletics, Build-A-Bear, and many others achieve this balance, driving labor efficiency and improving performance metrics across the board. Check out their testimonials below!

Maximizing Sales Opportunities, Without Overspending on Labor

StoreForce enables retailers to manage labor by ensuring alignment with recommended coverage, ensuring the right staff is in place at the right time. Recommended Coverage helps retailers create effective schedules that maximize opportunities, without overspending on labor. With proper staff coverage and your top performers on the floor during peak store hours, StoreForce helps ensure that you never miss an opportunity to sell.



According to Annie Schmitz, Vice President of Retail Operations at Build-A-Bear, "StoreForce helped manage labor by ensuring they are following the correct recommended coverage. We've done a great job providing our teams with a monthly outlook. We create our schedules two weeks in advance, ensuring that when our store managers are planning for the next fiscal week or two, they know what the correct recommended coverage will be, so they have the right coverage at the right time."

A New Way to Benefit Customer Service Levels

One of the key innovations StoreForce has introduced is Traffic Per Labor Hour (TPLH), a performance metric that provides deeper insights into how labor impacts customer service levels.

Max Whitson, Sr. Manager of Retail Operations at YETI, highlights how this has transformed decision-making: "A KPI that is new to us, which we now love: TPLH (traffic per labor hour). Previously, we didn't have a clear understanding of this across the organization, but now we're able to use it as a barometer to gauge how effectively we're servicing our customers as they come in. It also helps us identify the break points where we're unable to meet our expected conversion rate because the TPLH is too high."

Improving Key Performance Indicators Everyday

StoreForce goes beyond just optimizing labor allocation—it enhances all key performance indicators (KPIs), driving measurable improvements that positively affect the entire business.

Taylor Searing, Regional Director at Fabletics, highlights the impact: "We've seen an increase in sales and labor percentage, for sure. Available capacity has been huge for us, too. And then, of course, conversion and the simplicity of our missed opportunities report have been phenomenal."

As you can see, StoreForce doesn't just boost sales; it supports ongoing improvements in labor allocation, understanding where to capture lost sales, while simultaneously improving customer service.

“StoreForce is a **one-stop-shop** for teams to manage their business.”

Annie Schmitz, Vice President of Retail Operations, Build-A-Bear