

Matching staff to traffic to drive sales performance .

A mid-sized, general merchandise chain rolled-out with HeadCount to, among other things, provide store managers with better information about customer visitation and customer conversion. Head office hoped that if they armed their managers with insights into traffic and customer conversion they could make better decisions and ultimately deliver better sales results.

Senior management of the chain was realistic in their expectations for what traffic and customer conversion could do. Across a 50+ store chain they realized that some store managers are going to 'get it' immediately and start to use the insights while others will take time. Senior management understood that using these new metrics represented a 'cultural shift' and it may take time to realize the full benefit.

At a recent Store Managers training session, it was noted that one particular store had exceptionally high year-over-year comparable customer conversion rates – customer conversion rates were up between 2 points and 4.5 points for the past several months. The HeadCount trainer noted the great performance of the store, and in the training session asked the Store Manager what she did to deliver the great results. Her answer: "I used the HeadCount reports to match my staff scheduling to when customers were visiting the store."

The HeadCount service includes a unique briefing program that provides not only formal group training, but also one-on-one briefings with each store manager. During these individual briefings, store managers have an opportunity to discuss questions and issues about their own stores – this is powerful because it's very specific. Also, because the briefings are conducted one-on-one, store managers are uninhibited and freely discuss the real issues in their stores – in a way that they might feel less comfortable with even to their own District Managers.

HeadCount Corporation

Research Centre One
9419-20 Avenue
Edmonton, Alberta Canada T6N 1E5
Ph. 1-877-7004 FAX (780) 463-7707
www.headcount.com