

Resolving the 'I don't work on Sundays' dilemma.

Working on Sundays is part of life for those who work in retail. While staff doesn't usually like doing it, it's a necessary evil. When it comes to scheduling staff to work on Sundays, very often the best, most experienced salespeople don't work Sundays because they have earned the right not to. A hard goods retailer suspected that he was missing important sales opportunities on Sundays, but he had a hard time convincing his senior salespeople that they should work on Sundays.

After signing onto the HeadCount service, the retailer's suspicions about Sundays were confirmed: not only were Sundays among the busiest traffic days of the month (in fact at some stores Sundays were even busier than Saturdays), he also realized that customer conversion rates (i.e. the percentage of buyers as a ratio of customer counts) were also consistently low on Sundays.

Using traffic and conversion analysis provided by HeadCount, the retailer presented the analysis to his senior sales people. After seeing the results, the senior salespeople themselves concluded that the stores were missing important sales opportunities and that given the importance of Sundays they should work on Sundays more often themselves.

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