

\\ A communication tool for linking multiple stores //

# Efficiently and reliably linking head offices and stores!



Enables stores to focus on their operations!  
Assist with the development of stores that appeal to customers!



\\ At supermarkets, apparel stores, restaurants etc. //

Used at **35,000** stores!





## Issues that arise along with the increase of stores

Instructions aren't properly carried out!

Too busy with back office tasks to provide adequate customer service and work on developing stores that appeal to customers!



Unable to confirm store status!

Calculations take up too much time!

Too busy with follow-ups and confirming store statuses,  
**and there isn't enough time for "developing a store that appeals to customers"!**



# The issue is communication

When the number of stores increase, issues such as difficulties with grasping store statuses and variances with the level of store operations as well as services emerge if communication systems are not updated.

**Head office**

**Instructions are not properly carried out**

Instructions at some stores are not correctly performed due to management skills of store or area managers

**Instructions differ according to sections**

Unable to accurately assess the instructions of other sections, resulting in disjointed communication to stores

**Stores**

**Difficulty with following multiple instructions**

Stores simultaneously receive multiple instructions from several head office personnel and have to implement the instructions

**Exhaustion from overflow of information!**

Caught up with handling information and unable to provide adequate customer service. Instructions are received from the head office through differing communication systems and formats, causing stress with comprehending and organizing the information





## Resolving all these communication issues!

Shoprun® is a communication tool that specializes in linking the head office with stores. Information from the head office are organized and communicated smoothly to stores.

### Instruction compliance!

Instructions for the day are instantly communicated through the “store top page”, and reports can also be prepared and sent easily!

### Improve operations and work speed!

The system shows store workloads and effective approaches of successful stores, which helps to consistently improve operation quality and speed!

### Assess store status!

Status of stores as well as efforts of successful stores can be confirmed without area managers and other personnel making personal visits, and follow-ups can be swiftly made!

## \ Things that are possible with Shoprun® /

Notice



Photo report



Questionnaire



Questionnaire response check



Easy calculation



Inter-store communication app



Community function



Workflow chart



Archive



Link with other systems



Creates time for non-IT, inter-personal and analog operation,  
**and helps to focus on priorities!**



35,000

Stores with Shoprun®

Over **35,000** stores

25,000

20,000

15,000

10,000

2008

2009

2010

2011

2012

2013

2014

2015

2016

2017

2018

