



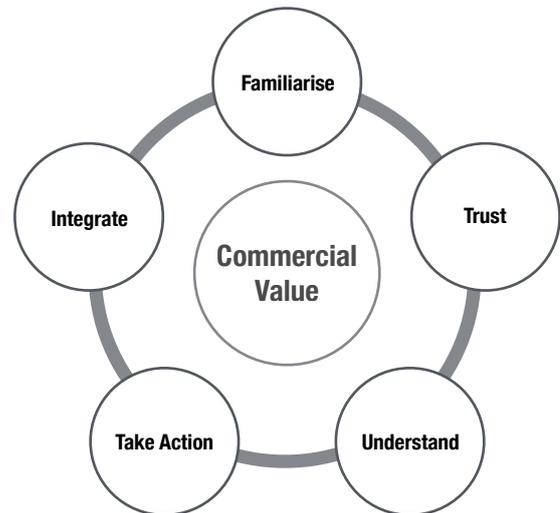
# POWERFUL INSIGHT WITHOUT ACTION HAS NO VALUE

**THE ONLY APPROACH TO TRUE COMMERCIAL VALUE IS TO INTEGRATE KEPLER CUSTOMER BEHAVIOUR MEASURES INTO THE OPERATIONAL PROCESSES AND PLANNING CYCLE OF YOUR BUSINESS**

Using Kepler Customer Behaviour Measures, your business is in a strong position to uncover specific insights to drive store sales and profitability.

The Kepler Way is a comprehensive process designed to assist with integrating Kepler Customer Behaviour Measures into your team's operational processes at every level of your business from Head Office to Store Managers.

This process involves close partnership between Kepler and your team to maximise commercial value through familiarity of the Kepler system, trusting the use of new measures to drive business decisions, understanding the impact of each measure, taking action based on feedback and integrating with strategic business planning.



## THE KEPLER ADVANTAGE:

Utilise Kepler's training and business advisory experience to coordinate Kepler Customer Behaviour Measures with other information to provide effective monitoring and reporting within your business.

GET IN TOUCH TO BEGIN DATA DRIVEN WORKFORCE MANAGEMENT TODAY

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## THREE STEPS TO A SUCCESSFUL PARTNERSHIP WITH KEPLER

### STEP 1: PLANNING WORKSHOP

- Reporting integration..
- Operational processes integration.
- Strategic planning integration.
- Technology integration.

### STEP 2: OPERATIONS & SPECIALIST TRAINING

- Head Office.
- Regional Managers.
- Store Managers.
- Specialist Managers (i.e. visual merchandising, property, rostering, marketing & promotions)
- Administrative.

### STEP 3: STRATEGIC ADVISORY

- Quarterly performance reviews.
- On-going assistance, support and training.
- Special projects (i.e. custom analysis & reporting, store budgeting & projections, review internal best practice, competitive insights).

## IMPLEMENTATION TIMELINE FOR THE KEPLER WAY

This timeline may differ for your business retailer based on your specific situation, capabilities and structure but it is beneficial to get an understanding of how implementing Kepler might look like and the approach to achieving the true value of the system.

Months	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
				Review of corporate KPIs			Use of conversion factors					
				Inclusion in reports			Input into budgets					
				Integrate into BI/Reporting			Annual reviews					
				Analysis			Finance Department					
				Data extraction			Advances store based budgets					
				Advanced 'impactors' HO								
				Daily report packs			Finance reporting					
				Weekly/monthly reporting			Budget system					
				Board/Quarterly reviews			Forecast algorithms					
				3. Reporting Changes			5. Financial Modelling & Budgets					
Phase	1. Familiarity		2. Organisational Acceptance/New Sites			4. Rostering Modelling		6. Promo & VM Optimisation		7. KPI change - Impactors Focus		
Focus	Day to Day comfort		Store sales improvement			Optimal rosters		In store customer behaviour		Store bonus refocus to impactors		
	Measure familiarity		Area Managers' focus			Define service levels		Products relationship to behaviour		Corporate reporting refocus		
	Trust		Site assessment assistance			Review service standards		Store design/layout		VM/Marketing measures		
Training	Admin & Group tools		CET training			Staff:customer ratios		VM approaches		HR Department		
	Basic measures, impactors		HO training			Rostering module		Store layout impactors		Finance Department		
	Area Managers, Stores, Ops		Property analysis			Rostering impactors		VMs, marketing, product		Overall measures refocus		
Info	POS data hourly/daily		Store maps/planograms			Store rosters		Planograms		Staff & store targets		
	Store daily sales targets		Landlord offers			Roster system integration		Promo calendars		Financial reporting packs		
								Refurbishments			HR system	

By following a customised implementation timeline constructed with your input, we can ensure that the Kepler system can deliver benefits as early as possible and where, at different point in time, should effort be deployed to best generate value.