RELEX Workforce Optimization

Optimize and automate your workforce planning

RELEX

Staying competitive has never been more difficult

Labor costs

In retail, labor costs represent 10-20% of total costs

Service levels

Customer service remains key differentiation factor in retail

Volatile environment

Ability to adapt and react to changes quickly is no longer a choice - automation becomes a crucial prerequisite

Talent retention

Employee hiring & retention are key priorities for store operations

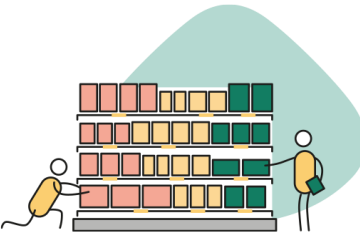# RELEX for all retail planning through unified and single platform

Workforce
Align store and DC shifts with accurate workload projections to decrease costs and improve service levels by minimizing over-and understaffing.
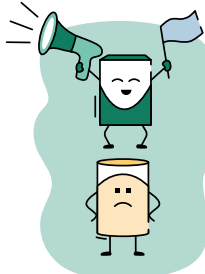
Promotions & Markdowns
Maximize sales and margins for promotional and markdown products by having the optimal prices and inventory for products.

-40%
Endcap

Demand Planning
Automate and optimize your demand forcasts for your retail planning. Leverage your business decisions, internal data as well as external impacts like holidays or weather forecasts to make better and more informed decisions.

Supply Chain & Inventory
Optimize replenishment process of your stores and warehouses. Automate your order & allocation proposal calculations, improve your inventory productivity and availability.
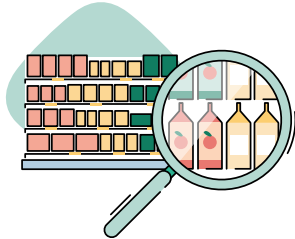
Space & Assortment
Get the most out of your shelves and categories with a forecast-driven, unified planogram optimization

Improved efficiency, costs and customer service with RELEX Workforce Optimization

Save costs

by minimizing overcapacity when demand is lower and avoiding expensive overtime work

Improve service levels

by allocating personnel to hours with demand and reducing understaffing by optimizing the use of resources

Automate planning

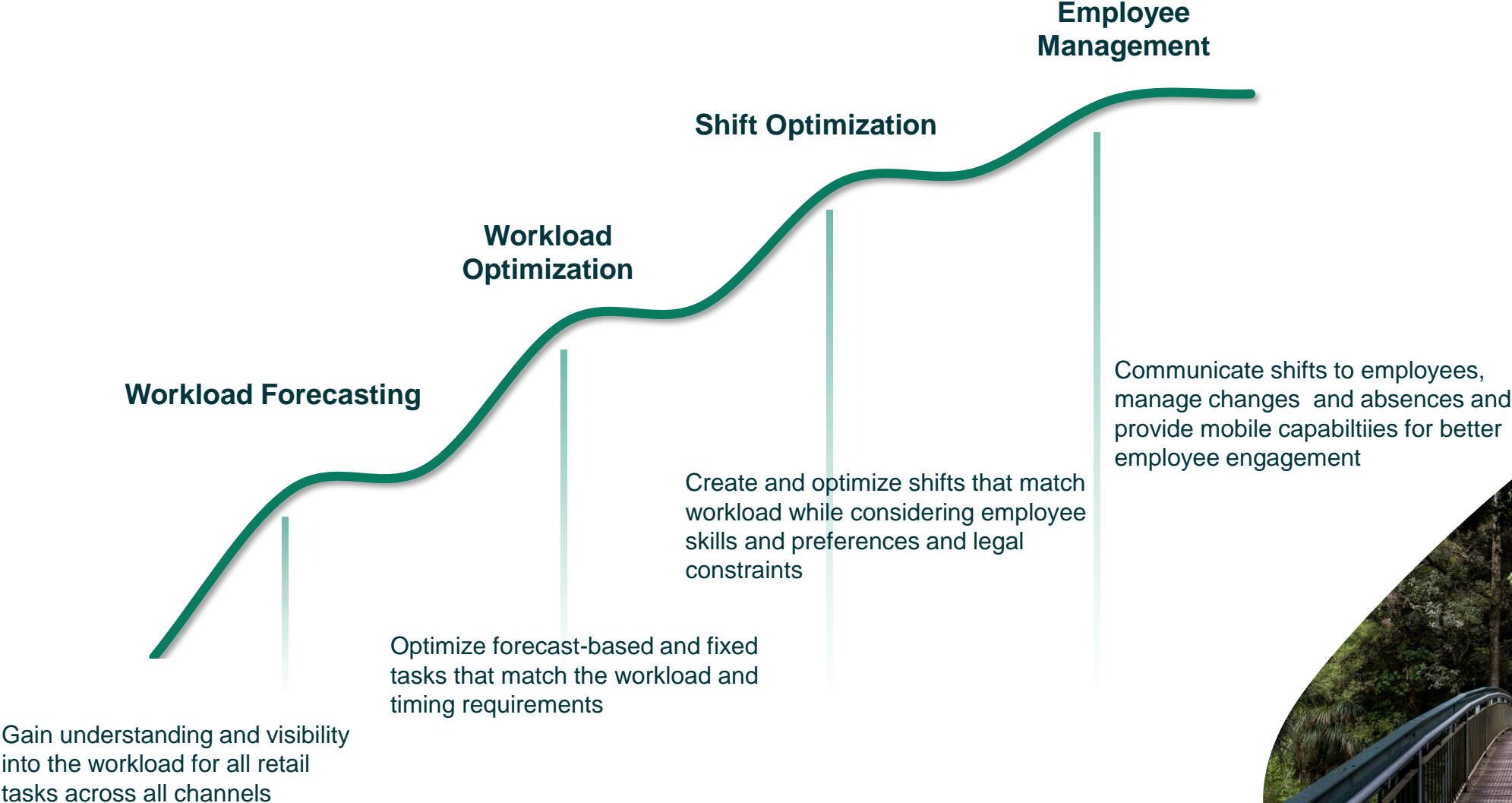by reducing time spent in manual roster planning and automatically matching shifts with demand
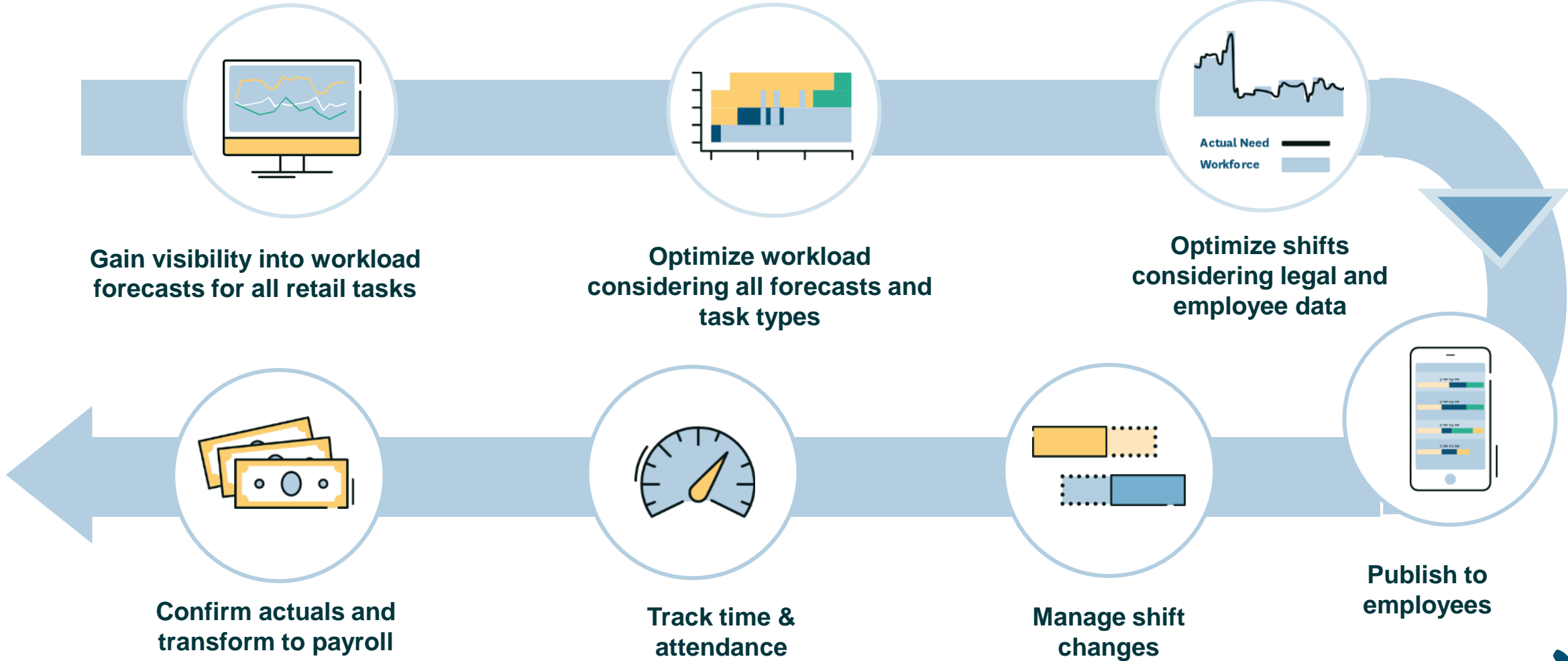
Make employees happy

by providing predictability and flexibility combined with modern self-service features

Realizing full benefits with RELEX

Employee Management

Shift Optimization

Workload Optimization

Workload Forecasting

Communicate shifts to employees, manage changes and absences and provide mobile capabiltiies for better employee engagement

Create and optimize shifts that match workload while considering employee skills and preferences and legal constraints

Optimize forecast-based and fixed tasks that match the workload and timing requirements

Gain understanding and visibility into the workload for all retail tasks across all channels

How does it work: from forecasts to payroll interpretation

Gain visibility into workload forecasts for all retail tasks

Optimize workload considering all forecasts and task types

Optimize shifts considering legal and employee data

Actual Need
Workforce

Confirm actuals and transform to payroll

Track time & attendance

Manage shift changes

Publish to employees

Forecasting is the foundation for accurate resource planning

1

Gain visibility
and inisghts into future workload and capacity bottlenecks

2

Plan shifts
based on accurately forecasted workload

3

Ensure efficient operations
by having right amount of staff at the right time

Leverage multiple drivers for accurate workload forecasting

Consumer footfall & sales

Ultra granular POS & footfall data per 15 minutes per store. Forecast horizon from next day to next year.

Inventory movements

Daily projections of incoming goods flows per store, covering all planned push & pull based stock movements.

External factors

Holidays, local events, big sports matches,etc.

RELEX Workload Forecasting

Powered by Demand AI and E2E supply chain data

Accurate and ultra-granular workload forecasts for different tasks

Workload forecast for different retails tasks: cash register work, shelf replenishment, picking of online orders etc. from 15-minute level and months ahead

~ 40%

of store labor is spent on receiving and shelving

Case
Suomalainen Kirjakauppa

Suomalainen Kirjakauppa is the leading Finnish chain of bookstores.

Workload forecasting

- Manual work has significantly decreased as the forecasts are created automatically

- Additionally, the forecasts can be used in the financial planning (sales forecast/sales budget)

"Christmas time is usually the most challenging time for forecasts, but this time the forecast has been very accurate! We can now forecast the situation as a whole, and not just focusing on isolated product locations."

Timo Kauppila, CFO

~ **80%**

of retail store workload is made up of volume based tasks

We utilize the full range of tasks

Timing

|	**Fixed**	**Flexible**
Fixed	Agreed tasks not driven by volume *Eg. Opening a store*	Agreed tasks not driven by volume *Eg. Administrative tasks*
Forecast-based	Driven by customer volume but set based on customer flow *Eg. Till*	Depending on the incoming goods volume and can be done within certain time range *Eg. Shelf replenishment*

Hours

Matching shifts to the actual workload helps retailers ensure right capacity levels

Overcapacity = money wasted

Undercapacity = reduced service availability

Right capacity = optimized shifts
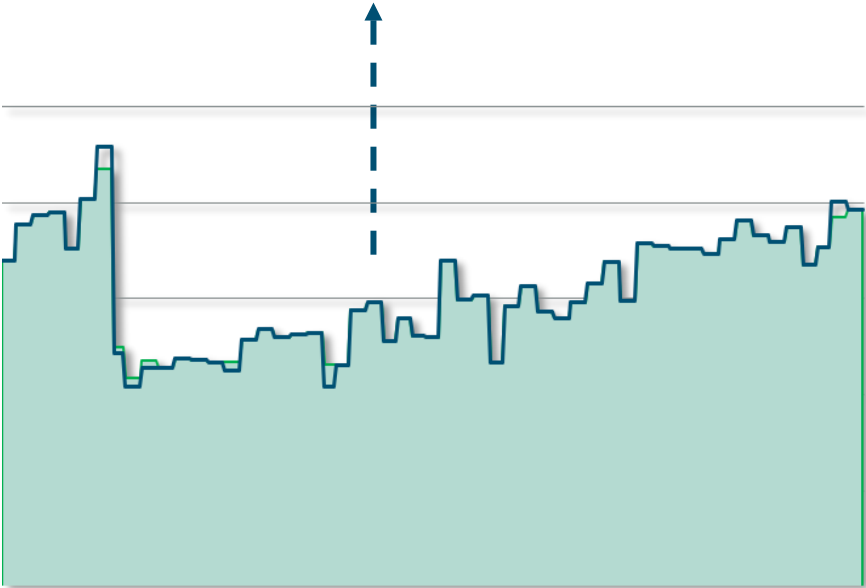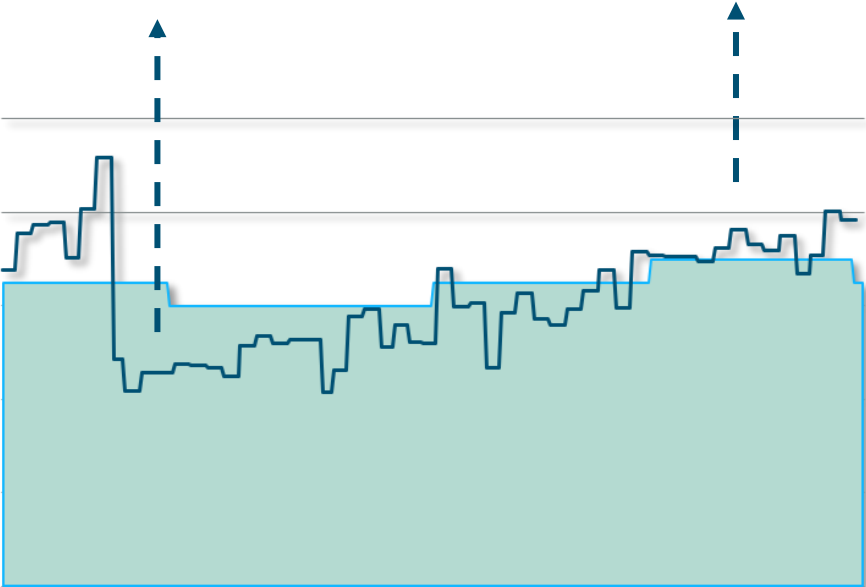
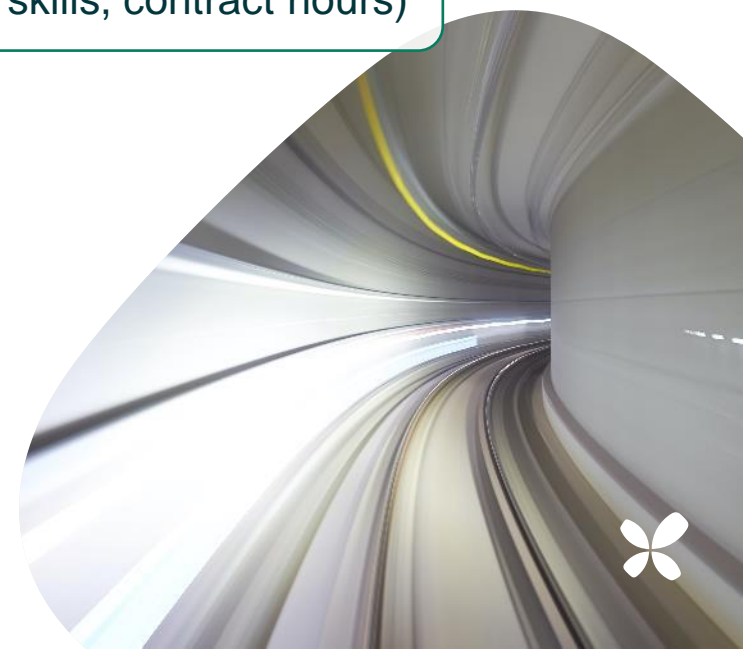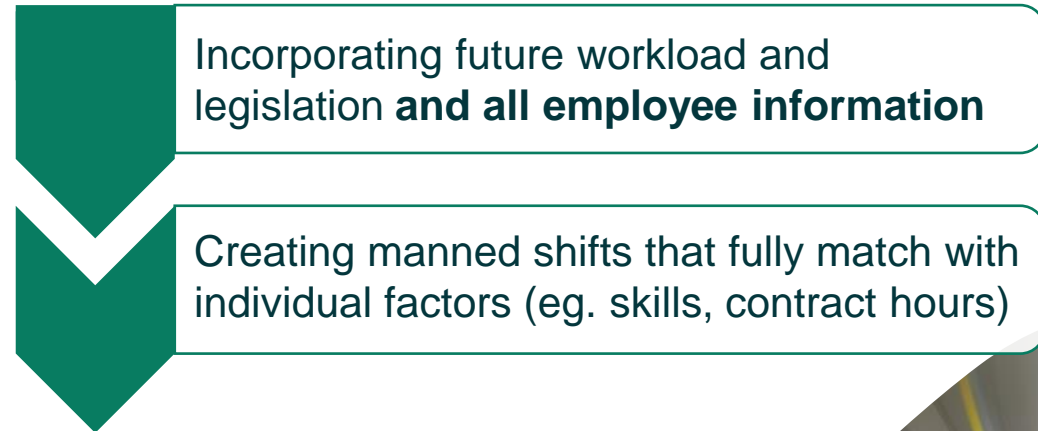■ *Workload*

■ *Shifts*

Considering all optimization factors in one run results in ~ 5% less slack

Traditional approach

- Incorporating future workload and legislation
- Creating empty shifts
- Incorporating employee data, i.e. skills, contracts, wishes, etc.
- Creating manned shifts

RELEX approach

- Incorporating future workload and legislation **and all employee information**
- Creating manned shifts that fully match with individual factors (eg. skills, contract hours)
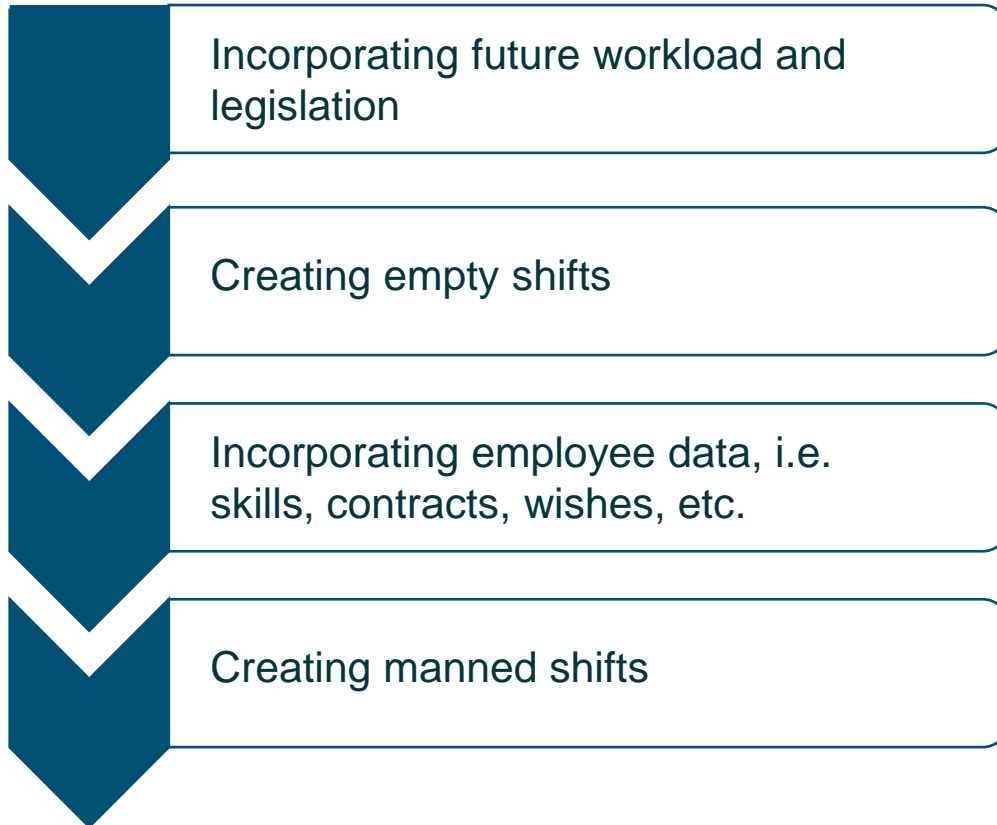
Retail industry has one of the highest employee turnover rates

Attracting and retaining talent remains a top priority for store operations
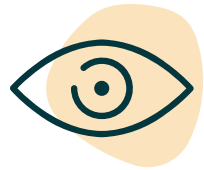
Predictable workload

through balanced staffing and visibility into the working hours
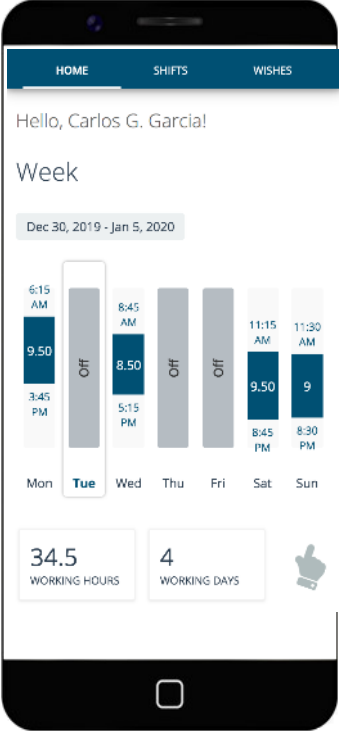
Engagement

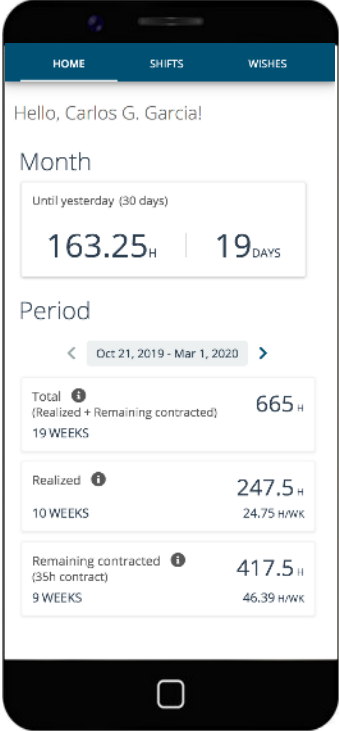through two-way prompt mobile communication, ability to leave requests

Flexibility

through ability to swap shifts and indicate preferred tasks and wishes
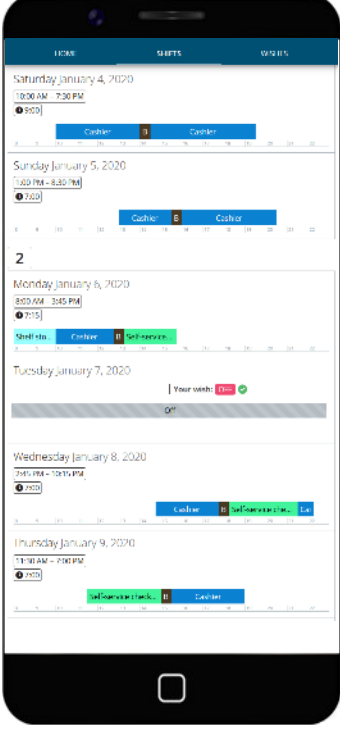
Provide visibility into shifts and daily tasks
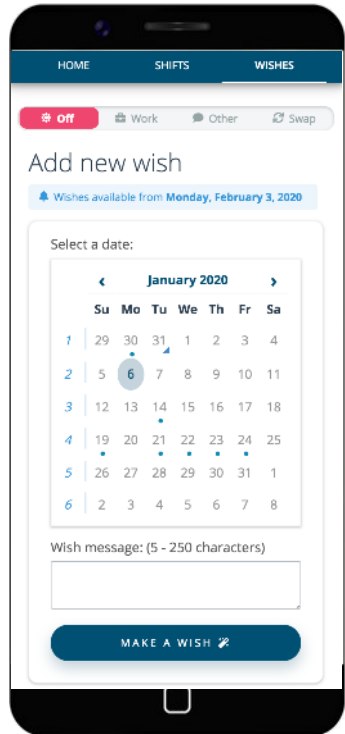

Current week

Period statistics
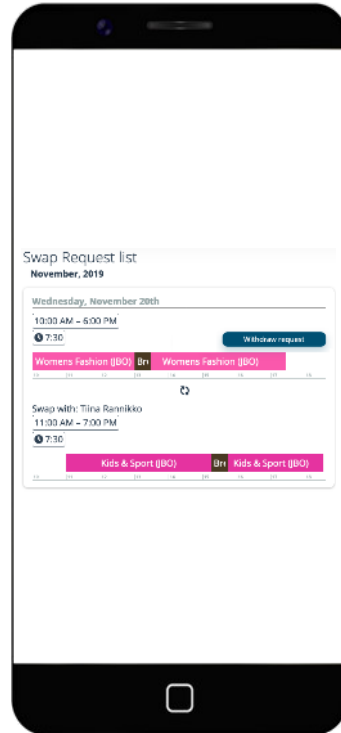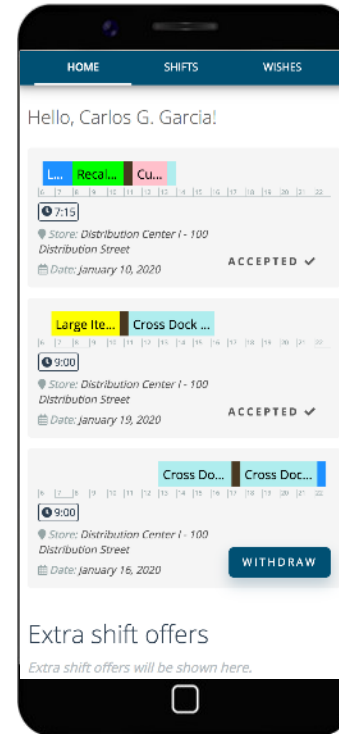
Daily tasks

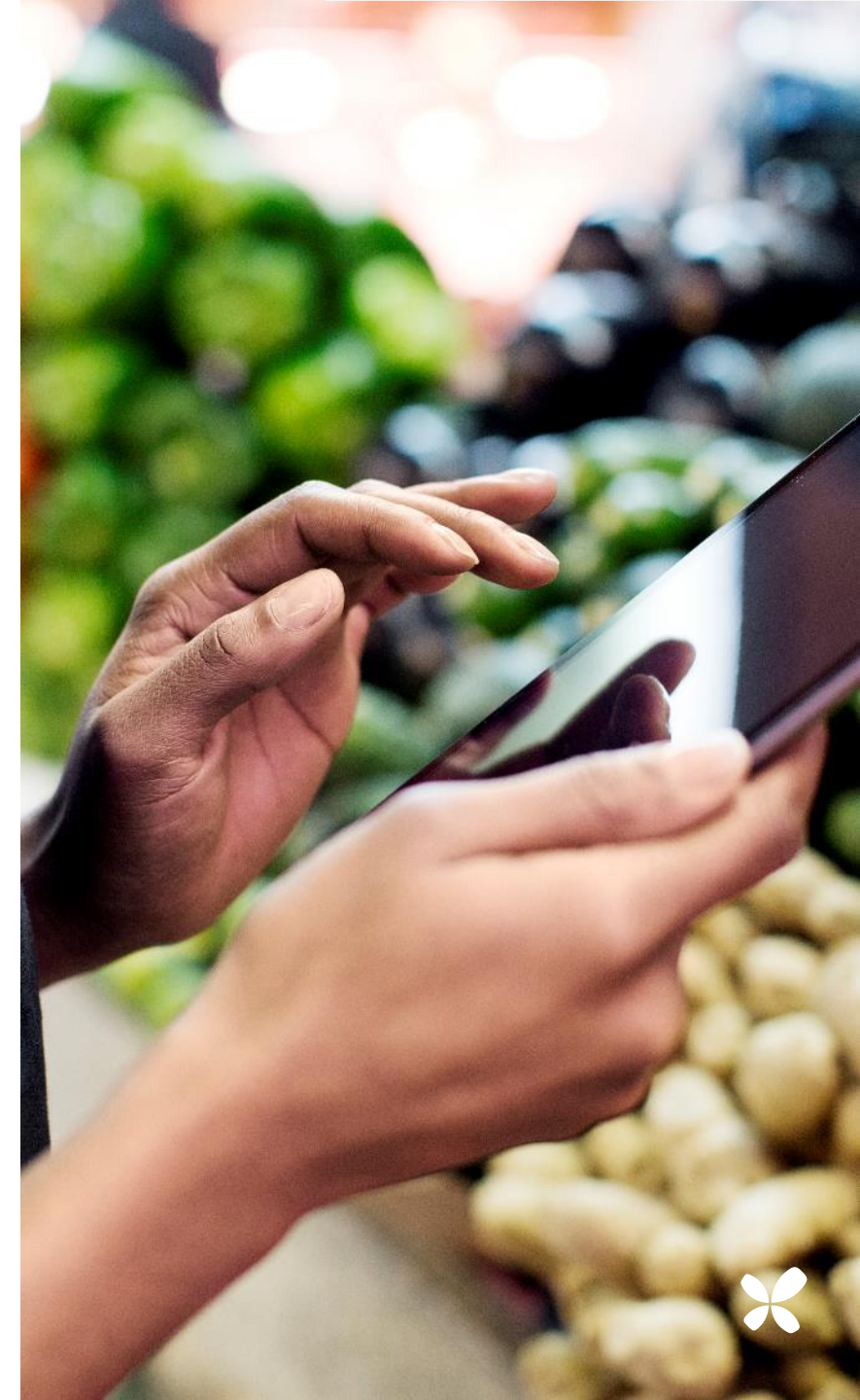# Enhance flexibility and engagement

Shift wishes

Shift swap

Bidding to extra shifts

You are in a good company

*By using demand forecasts that we already get from RELEX, we can **better match the planned work shifts** with the actual workload.*

Thomas Berglund
CIO

*We carefully considered a range of software options. It's important that we can deploy forecast-based shift optimization that in turn allows us **to centralize our planning.***

Marika Mäkelä,
HR Director

*We can **make better decisions faster** and based on our actual needs, and our **employees will be much happier** due to improved shift flexibility and visibility.*

Tiina Siurua,
Team Leader for shift planners

*RELEX was selected because it can offer forecast-based **automatic planning and optimization**, considering all the different store formats and roles.*

Nuuti Rantatupa,
Director of Development

coop   **RESTEL**   **STOCKMANN**   **KESKO**

Case
Coop Värmland

Coop Värmland is a Swedish regional co-operative grocery retailer with around 1000 employees

Significant reduction in personnel costs

- Forecasts and inventory projections used for workforce optimization

- 6-8% reduction in personnel costs in pilot stores

- Work shifts that better match the workload

- Increased work shift predictability for employees

Case
K Group

K Group is one of the biggest operators in the Finnish grocery trade and operates 1,200 stores in its grocery division

Adaptability to different operational models

- Optimized shifts based on forecast data

- Centralized planning process adapted to store-specific shift plans

- Efficient shift communication to workforce through mobile app

"*We had been looking for a good workforce optimization software in K Group's grocery trade for several years. RELEX was selected because it can offer forecast-based* **automatic planning and optimization**, *considering all the* **different store formats and roles.**"

Nuutti Rantatupa, K Group's Development Director

STOCKMANN
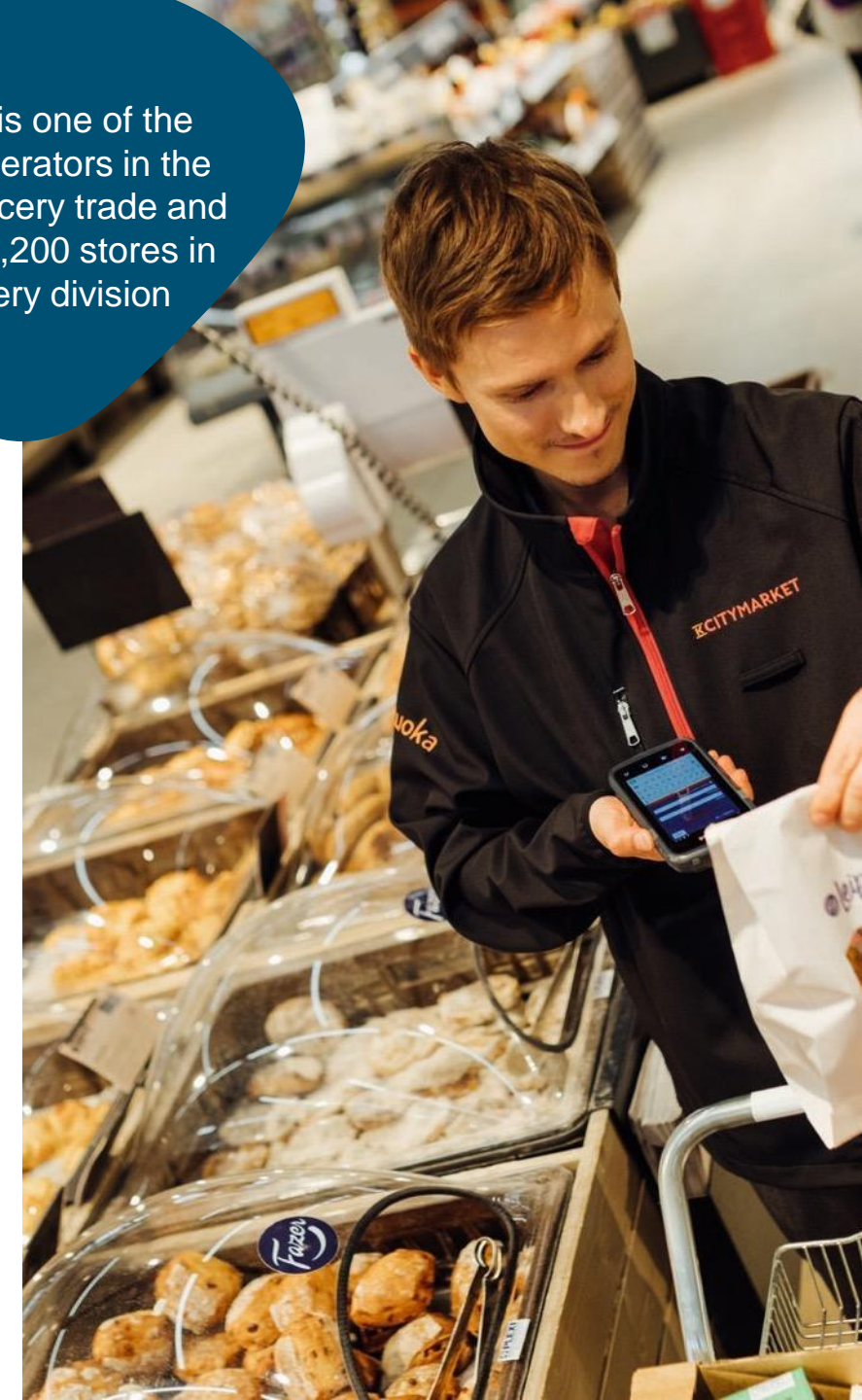
*Our new system is valuable for both our employees and our business. We can **make better decisions faster** and based on our actual needs, and **our employees will be much happier** due to improved shift flexibility and visibility. As a company, we are far better equipped to deal with the challenges our industry is facing.*

Suvi Ragnell, Head of HR Services and Digitalization at Stockmann
Tiina Siurua, Team Leader for Shift Planners at Stockmann

Manage evolving retail complexity with future proof and unified solution

Unified
Leverage data from both supply chain and workforce planning to ensure better capacity planning and operational efficiency.

- *Visibility to workload provides an opportunity to plan capacity through eg. smoothing delivery flows or temporary workforce hiring*
- *Benefits of supply chain optimization can be further realized through more efficient resource utilization*

AI driven forecasting
Utilize AI powered forecasts to capture multiple internal and external drivers to drive accurate planning and efficient recourse utilization
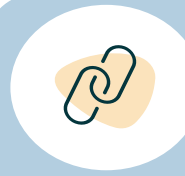
Superior optimization
Benefit from fast optimization algorithms that consider all optimization factors in one run and incorporate all possible data (from employee skills to legislation)

Built for retail
Benefit from highly automated workforce planning solution that understands retail complexity, optimizes shifts and tasks specific for retail

Thank you!

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