THE BOTTOM LINE

For organizations that are looking to optimize workforce management (WFM) processes as employees return to work, WFM software solutions stand as an essential component of attracting and retaining the best talent from an inevitably large and complex pool of candidates. The market continues to be divided by vendors that support different levels of complexity at various price points, reflecting options for the unique needs of organizations. Leaders continue to make key investments in usability, with self-service capabilities, machine learning, and analytics regarding scheduling that help employees and managers drive greater productivity.
OVERVIEW

Shortly after hitting record low unemployment, the COVID-19 outbreak pulled the economy into a downturn that has resulted in mass layoffs and furloughs across the greater workforce. As labor demands spike in essential industries and dwindle in others, a unique employee landscape has been created and must be adapted to by organizations seeking to strengthen their positioning as the economy recovers. Flexible, comprehensive solutions for workforce
management are essential to organizations now more than ever, as it becomes increasingly critical to identify high performing employees and drive greater productivity with fewer resources. With record unemployment, businesses are at an advantage to pursue the best employees for their organization, as they can leverage available features to track productivity and identify which employees are adding the most value, as opposed to those that are not.

Key investments by vendors in recent years include automation capabilities to optimize scheduling and embedded analytics to help managers gain insight into their workforce and improve decision making. Self-service capabilities have become standard, as the usability of a solution’s interface has proven to be critical to the engagement and retention of employees. Investments in compliance have also proven to be essential as organizations expand globally, and businesses deal with the general fallout of the current economic downturn. The effects of the crisis have been especially severe for retailers and restaurants, as mass closures and layoffs have led to dire circumstances in which there are few working and several expected limitations and regulatory tasks to be implemented once operations resume. These organizations will face unique needs upon economic recovery and will need solutions that address them. For example, task management capabilities may serve a higher purpose moving forward as stricter health and safety regulations, such as routine sanitation, are put in place.

In this Technology Value Matrix, Nucleus evaluates several solutions that help organizations manage their workforces with a greater degree of efficiency. The Matrix positions vendors in the market based on their delivery of value to customers through the functionality and usability of the software. (Nucleus Research S142 – Understanding the Value Matrix, September 2018). The market continues to be divided by those vendors who support high complexity and are well-suited to large and global enterprises, and those with functionality that is more appropriate for users in small and midsized businesses (SMBs).

**LEADERS**

**REFLEXIS**

Reflexis’ focus as a vendor began with task management. However, the cloud-based Reflexis One platform currently offers comprehensive functionality for scheduling optimization, employee self-service, time and attendance, and analytics and reporting. This is particularly attractive to retailers, QSRs, banks, and hotels as the solution helps to simplify store/branch operations and optimize labor spend.
Reflexis Scheduling includes AI-powered forecasting, labor budgeting, and advanced scheduling capabilities that are built to optimize labor spend while advancing customer engagement, conversion, and sales. Reflexis Task Management offers robust task functionality, rivaling other leaders in the area. The solution allows managers to organize, automate, rank, and complete daily tasks in less time, freeing them up to focus on other value-added tasks such as training or helping out on the floor. Customers who deployed Reflexis reported rapid implementation and strong usability, resulting in fast payback periods. User adoption is driven by the MyWork mobile-first unified interface for all Reflexis solutions.

Updates and announcements since the last Value Matrix include:

- In August 2019, Reflexis unveiled several AI-powered solutions at their annual Reflexions user conference, including AI Budget Planner, AI Decisions, AI Performance Manager, AI Staff Planner, and AIDA (Artificial Intelligence Digital Assistant).
- At NRF 2020, Reflexis highlighted their new Q-Suite of solutions with “Q” denoting quick to implement and quick to value. These included Q-Comm, Q-Check, Q-Docs, Q-Forms, and Q-Visual