



With Rotageek, Dune achieved more visibility across their estate. Better scheduling also helped improve customer experience.



### The challenge

*“Following our 2009 acquisition of the Shoe Studio brand portfolio, our estate had tripled in size. At this point, each store was using its own way to schedule teams. This meant that there was very little consistency - and particularly in a time of significant growth, this needed to change. Without a consistent way of doing things, our estate visibility was really limited. This meant that planning ahead was an unnecessarily complex task.”* Cheryl Lee, Dune’s Head of Retail.

### Why Rotageek?

*“We chose Rotageek for a number of reasons. Firstly, we wanted to work with a business that was small enough & personal enough, to really listen to our problems. We didn’t want to be just another retail account to a large Human Capital Management enterprise.”*

Dave Abbott, Head of IT Service Delivery.

Rotageek is a really agile company - and that translates to how they develop their tech and make client-specific configurations. We chose Rotageek because we felt that we would be included right from the point of product development, meaning that the solution we get is exactly what we need.

### The solution

The engagement process included a really in-depth discovery during which the Rotageek team worked with us to come up with the best possible configuration for us. We also worked with them to build a custom commissions feature for the product, which actually helped us improve our entire commissions process to create something that worked better for us and our teams. After that first stage of product configuration, we rolled out across the entire estate in 2 months.

### The benefits

Today, our team members across our own stores and concessions use Rotageek. Overall it’s really helped us improve schedule related admin time and communication - whatever rota is visible to employees is always the most up to date version. And from a head office point of view, we have so much more visibility on how we staff at Dune.

The solution has also helped us reinvest time into the shop floor. Before Rotageek, our managers would spend too much time each week writing and editing rotas. If you consider that managers are your most trained and experienced team members, with the strongest connection to your brand, you really do want these people on your shop floor talking to customers.

 **Industry:**  
Retail

 **Employees:**  
1,500

 **Deployed To:**  
UK & Europe

 **Solution:**  
Digital Scheduling