Improving in-store experience, team productivity and employee happiness through smart scheduling

rotageek & SEPHORA سيفورا

Born in France in 1969 and launched in the Middle East in 2007, Sephora has become a leading beauty products and personal care retailer in the region. Sephora is renowned for offering a unique service-oriented environment for women and men to discover the latest and most advanced skincare, makeup, and fragrances from around the world. Sephora has exponentially grown to more than 75 stores in five markets (UAE, KSA, Bahrain, Qatar, Kuwait) with its flagship store in Dubai Mall ranking as the number one store worldwide.

The Challenge

In 2019, the team at Sephora Middle East (ME) realised they had a problem. After a previous project to implement an employee scheduling system failed to deliver, they were long overdue to move away from spreadsheets and embrace a digital platform. They had identified the following challenges in their current way of operating that they were keen to address:

- A lack of central visibility and reporting at the group level.

- Excessive time spent creating rotas that still were left with errors.

- Gaps in coverage at store-level for tasks or skill requirements that could impact customer service.

- Manual and time-consuming processes for both management and head office teams in signing off and collating timesheets and payroll.

- Disjointed and complicated processes for leave applications, shift swaps and communicating rota changes.

They decided to go back to the market to find a solution partner to help solve these challenges. However, they did not want to start this process half-heartedly or naively. In the beginning of this project, they had four main goals to secure its success:

rotageek

1. Save their managers time by removing complex, manual and outdated processes.

As retail operating models are squeezed ever-further, the need for the management team to focus their time and effort on the most value-adding tasks in a store (such as team coaching and customer service) is vital and so removing low-value work that can be automated is paramount.

2. Ensure full coverage for every store for all the various tasks and skill requirements in a complex retail environment.

In a real customer-focused retail environment, ensuring that the right team members,with the right skills, are on shift to service all the different services in the store at the right time is paramount for a modern retailer.

3. Create real fairness in rotas for their team members.

Previous projects to look at better rota management did not provide the automation power to truly and fairly optimise rotas for team members against the 'unpopular shifts' - e.g. late shifts or weekend shifts. This would be a key success criterion for the team who hold employee experience very highly!

4. Improve visibility of workforce management at every level of the business - from team member to head office.

By moving onto a digital platform, the team knew they would be able to offer real-timevisibility to team members of their rota as well as vital reporting back to head office on a number of useful areas.

The Solution

To accomplish their objectives, Sephora ME chose Rotageek's data-driven autoscheduling product to power their employee scheduling solution. The full solution is made up from:

Customer demand forecasts to power rota creation via integration with [RetailNext](#).

RetailNext is a traffic analytics platform that collects and measures shopper behavior with industry-leading accuracy. With the platform installed in your retail operation, you gain immediate insights into store performance with key metrics including traffic, conversion and ATV. By utilising this data history, Rotageek predicts shopper traffic trends to forecast peak hours and shopping behavior patterns. By integrating autoscheduling workforce management with traffic data you build schedules proven to be more accurate to meet customer demand than a human can create that also meet your business compliance rules and employee preferences.

Labour optimisation engine creating really smart schedules.

Our powerful optimisation engine creates millions of schedules in a matter of seconds and automatically balances a huge number of variables, rules, people principles and other inputs to create brilliantly smart schedules that work for the business, the customer and the employee. We create rotas that comply with employee contract hours & availability, labour-to-demand match, labour budget, planned absences, skill matching, employee preferences, break & lunch rules, European Working Time Directive, fairness principles.

"In head office, before Rotageek, we didn't have an overview of what was happening in the stores before because they were mainly using spreadsheets and so being able to view the schedules and leave in one place has been really useful to us."

- Aroma Lewis - Retail Business Analyst, Sephora Middle East

rotageek

An enterprise-grade B2B product that has a B2C user experience.

While the platform is purchased by head office teams, the main user base is made up of shiftworkers and their supervisors or management teams and they need to be provided with a product that works on the devices that they all use, whether that be PC, Mac, tablet or mobile phone. It needs to function out of the box and be so intuitive that team members can simply download it and begin using it seamlessly. Beautiful user interface has always been at the forefront of the Rotageek product and it is evident in their user feedback.

OVERALL RATING	AVERAGE SCORE	
⭐ **4.6**/5	Ease of Use	★★★★⯪ 4.5
	Customer Service	★★★★★ 4.9
From **121** users reviews	Features	★★★★⯪ 4.4
	Value for Money	★★★★⯪ 4.7

"It was and really still is a great collaboration! We love that all the team is super proactive all the time, answering all our questions or any concerns and being really supportive and flexible when we have new ideas or enhancements too."

- Diana Gulinescu - Retail Experience Manager, Sephora Middle East

The Results

> *"Autoscheduling provides our teams a much fairer way to plan their rotas, they achieve a better match to customer demand across the week, ensure coverage of necessary skills, and they also save time while doing it compared to using a spreadsheet file."*
>
> - Diana Gulinescu - Retail Experience Manager, Sephora Middle East

By moving away from spreadsheets to a digital and automated rota management system, the business has been able to:

Increase visibility across the whole organization.

With Rotageek's mobile app, user notifications and reporting platform, Sephora can get much greater visibility at every level of the business of what's going on and when and use that information to make better decisions for the future.

Save countless hours each month.

With the ability to auto-create optimal rotas based on forecasts made from real traffic data, managers at Sephora ME have a fool-proof process that ensures rotas are fit to meet customer demand as well as compliant to their operating rules and employee preferences. This has saved a lot of time every month for managers looking after large complex teams and means they can focus on the higher-value tasks.

Removing manual, paper-based processes from the business.

Having structured workflows for everyday occurrences such as shift change notifications, swaps, extra cover, T&A, timesheets and payroll sign-off has removed occasions where errors, miscommunications and mistakes used to happen. This has been a real improvement for employees, managers and head office teams together.

Ensure rota creation is truly fair, compliant and has full skill coverage.

Since Rotageek easily identifies an optimum rota based on what it knows is most important to Sephora ME, there are no more worries about fairness or whether there is the correct skillset on the store floor today. Employees can see and know that they are getting the right allocation of shifts, and managers have confidence that the right people are in the right place.

1,000	**100%**	**5**	**English & Arabic**
Managers & Employees being scheduled	Remote Configuration, Implementation and Training Completed	Countries Deployed. UAE, KSA, Kuwait, Bahrain and Qatar	Language Configurations for Mobile App and Web Platform

"Thanks to Rotageek, planning the right number of people with the right skills and at the right time is no longer complicated and time-consuming. The perfect integration with our HR & footfall traffic counting system RetailNext allows us to build effective schedules for our retail teams in a matter of minutes. That's an amazing win and a major step forward in making the business operations more efficient and productive."

- Andreea Ciocan, Retail Operations Manager at Sephora Middle East

rotageek

+44 207 117 2973

hello@rotageek.com

www.rotageek.com

Book a demo