

# Retail

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## REAL WORLD PROOF OF CONCEPT

### Introduction

In a typical retail store, customer arrival patterns vary by week, by day and by hour. So, how do you staff for the customer highs (reducing queue times and improving service), and save costs when it's quieter?

This Proof of Concept, showcasing the results from a prominent UK retailer, proves how Rotageek's Autoscheduler is 14% better at predicting these patterns, forecasting and creating the perfect labour match.

Plus it shows how AI-driven scheduling increases everything from customer and employee satisfaction, to basket size, conversion and total revenue.

# Millions of schedules, in a matter of seconds

Rotageek's Autoscheduler & Forecasting uses machine learning to find the perfectly optimised schedule. We factor in demand, availability and work preferences, as well as your business constraints, fairness rules and all your legal requirements to deliver a plan that works for you, and your people.

The result? For retailers, Rotageek's Autoscheduler delivers an average improvement of:



12%

improvement in accuracy of  
matching shifts to demand



7%

increase in  
customer NPS



4-8%

saving on labour spend, due to  
better labour match



1-2%

increase in  
total revenue



Increase in  
conversion rate




Increased  
basket size

Let's imagine you're a high street retailer with 200 stores and about 3000 employees. The Autoscheduler could deliver:

 21,000 management hours to re-invest

 £617,000\* added to your bottom line

 4,700 employee hours saved per week / 244,400 hours saved per year

 3 trees saved per year, due to printing less paper

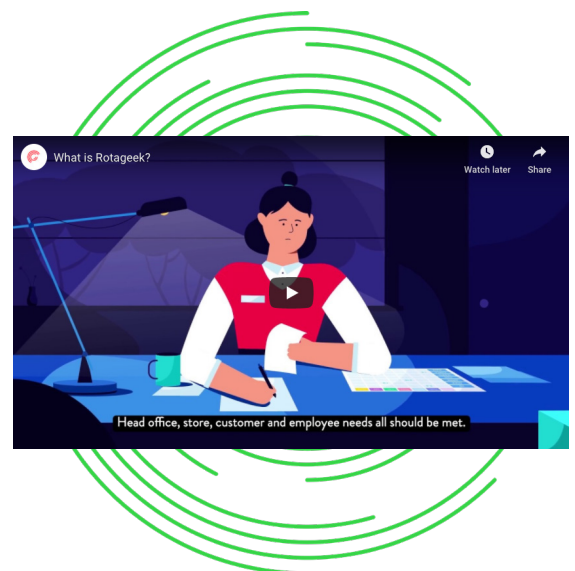
 £130,000 saved in time-theft

# The Rotageek difference

We think the Autoscheduler is a game changer. But of course there are other AI schedulers on the market. Usually, they suffer from one of two flaws:

01 They focus only on assigning a set of predefined shifts to colleagues. This means they can't efficiently fit demand, especially if that demand changes week on week.

02 They handle shift generation and assignment separately. So shifts are created but not filled since there aren't employees available without violating business rules. And, when these shifts aren't filled, the schedule isn't really optimised.



[Watch video](#)

At Rotageek we can do both. Combining shift generation with shift assignment, so you've got all your important shifts and tasks covered, without violating a single scheduling rule.

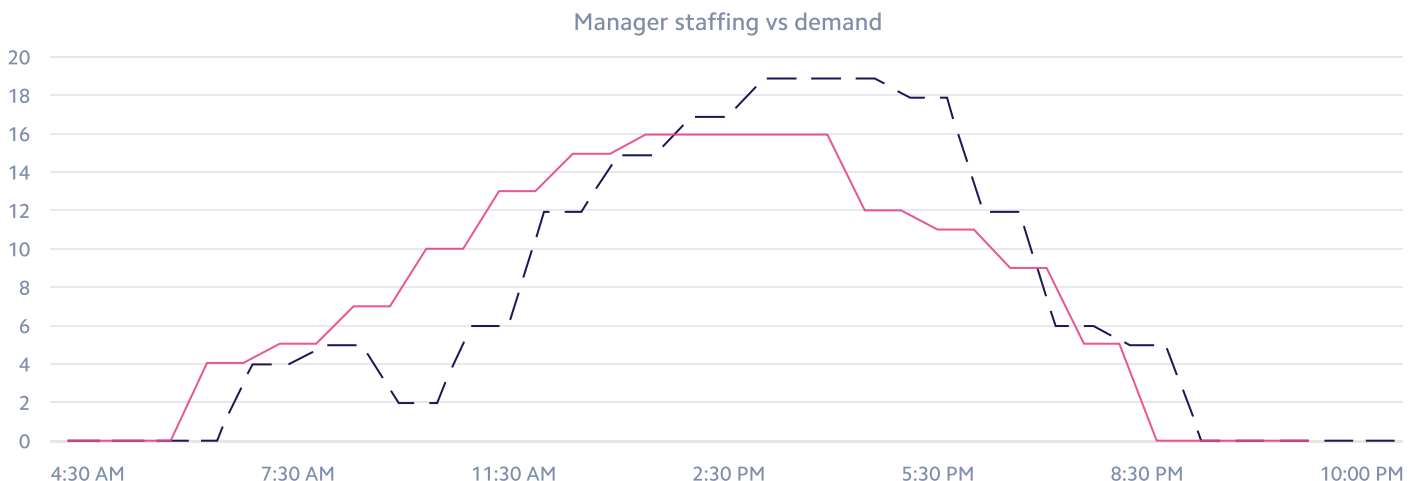
# A day in the schedule of a store manager

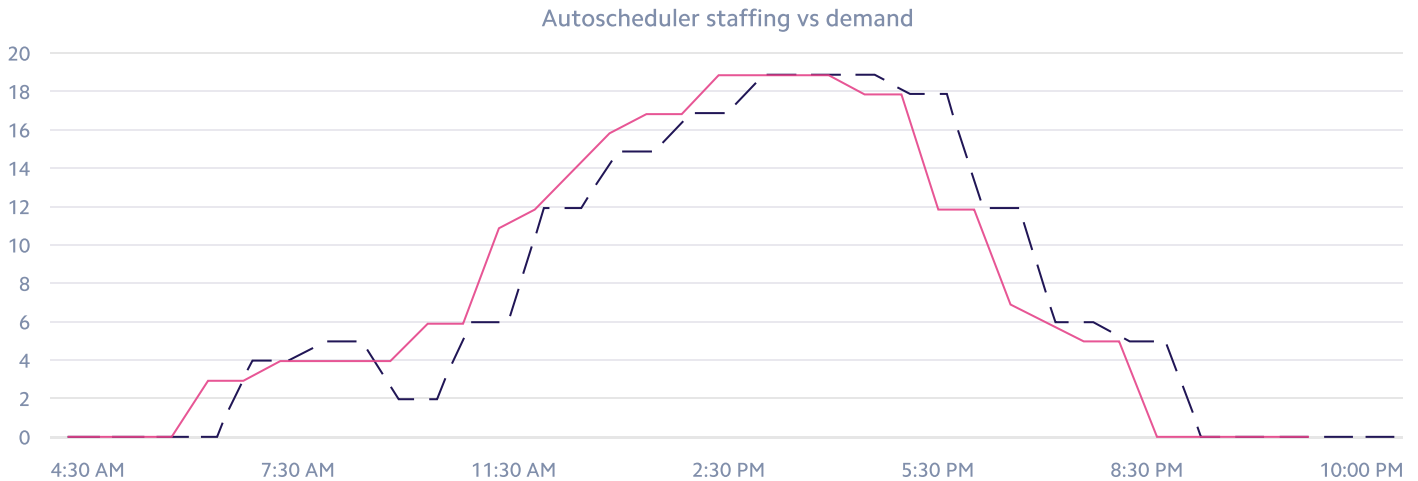
Let's look at a typical day's worth of demand in a retail store, where we plot footfall versus the time of the day. Of course, demand varies – every retailer will see natural peaks where customers are more likely to walk in the door.



When looking at the British retailer in this Proof of Concept, you'll see that the managers have trouble creating shifts against varying demand. Here's the typical error between the labour allocated versus the actual footfall in store:

Enter the Autoscheduler. You'll see it does a far better job staffing for the peaks, making sure customers are served, but that you're not wasting labour spend when the store is quiet.





### Managers under-staff the peaks

When the most customers are in store, there is not enough staff there to serve them.

### Managers over-staff the areas around the peaks

They aren't able to create a complex combination of shifts that overlap to provide enough staff at the peaks but no extra staff around the peaks.

For example, Autoscheduler is able to provide varying shift lengths to suit the footfall and dynamically create varied start and end dates.

Original Rota				Autoscheduled Rota			
Person	Start time	End time	Shift length	Userid	Start time	End time	Shift length
44	07:00:00	11:00:00	04:00:00	143199	07:00:00	14:00:00	07:00:00
60	07:00:00	16:00:00	09:00:00	143186	07:00:00	17:00:00	10:00:00
69	07:00:00	16:00:00	09:00:00	143182	07:00:00	17:00:00	10:00:00
72	07:00:00	16:00:00	09:00:00		08:00:00	18:00:00	10:00:00
41	08:00:00	12:00:00	04:00:00		10:00:00	19:00:00	09:00:00
52	09:00:00	18:00:00	09:00:00		10:00:00	20:00:00	10:00:00
65	09:00:00	18:00:00	09:00:00		10:45:00	20:00:00	09:15:00
48	10:00:00	19:00:00	09:00:00	143198	11:00:00	16:00:00	05:00:00
58	10:00:00	19:00:00	09:00:00	143170	11:00:00	17:00:00	06:00:00
59	10:00:00	19:00:00	09:00:00	143181	11:00:00	17:00:00	06:00:00
54	11:00:00	20:00:00	09:00:00	143195	11:00:00	18:15:00	07:15:00
55	11:00:00	20:00:00	09:00:00	143180	11:15:00	18:00:00	06:45:00
64	11:00:00	15:00:00	04:00:00	143196	12:00:00	18:00:00	06:00:00
68	11:00:00			143193	12:00:00	20:00:00	08:00:00
42	12:00:00			143165	12:15:00	17:00:00	04:45:00
46	12:00:00			143177	12:30:00	20:00:00	07:30:00
47	12:00:00			143171	13:00:00	17:00:00	04:00:00
53	13:00:00	17:00:00	04:00:00	143172	13:45:00	20:00:00	06:15:00
66	15:00:00	19:00:00	04:00:00	143175	14:00:00	18:00:00	04:00:00
49	16:00:00	20:00:00	04:00:00	143172	14:00:00	18:00:00	04:00:00
75	16:00:00	20:00:00	04:00:00				

All shifts are either 4 or 9 hours  
varying shift lengths  
allows more flexibility

All shifts start on the hour  
varied start and end times allow  
demand to be met more precisely

# Data-driven results

The bottom line? Rotageek's Autoscheduler matches staff to target 14% better than manual rotas. And this labour match usually results in a 4-8% saving on labour spend for retailers.

Costs that can be saved by avoiding overstaffing, or reinvesting these hours to improve customer experience and conversion.

This British retailer also saw a 7% improvement in their Net Promoter Score, as well as significant wins in conversion, basket size, and in total revenue.

# Get in touch

Want to schedule your own trial of Rotageek's Autoscheduler and digital scheduling solutions?

Book a demo

