

CASE STUDY: Hackett Partners with StoreForce to Deliver Customer Service in Style



When Hackett, a leading British multi-channel menswear retailer, wanted to increase the effectiveness of its shop floor workforce, StoreForce proved to be the perfect partner. Our WFM+ solution has enabled Hackett to take the guesswork out of scheduling staffing levels, delivering real-time data about individual store turnover and the effectiveness of members of the Hackett sales team. This gives Hackett the opportunity to ensure its most gifted sales people are customer-facing at the busiest times of the week, maximizing sales revenue. It has also enabled Hackett to begin restructuring its sales team making it more dynamic and customer responsive, building on its reputation for customer service excellence.

Client Profile

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Founded by Jeremy Hackett and Ashley Lloyd-Jennings in 1979, Hackett has grown to become a premier British menswear outfitters, specializing in gentlemen's formal shirts and associated clothing. The brand has developed a reputation for impeccable tailoring and luxurious casual wear, exporting its version of British style to a total of 77 stores in 16 countries globally. The retailer has earned a reputation for customer service excellence with store associates routinely trained in hospitality, as well as tailoring. Nik Porter, Head of Retail for Northern and Central Europe, summed up the Hackett sales ethos saying, "When a customer walks through our door they must feel extremely welcome. The sales person should ideally know the customer by name and should make the customer feel at ease, using the right body language, handshake and eye contact. For Hackett the customer experience starts there."

The Challenge

The Hackett board wanted to maximize the effectiveness of its sales team - boosting revenue and creating a more dynamic team structure, while achieving

**Nik Porter**

Head of Retail for Northern and
Central Europe

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new heights in customer service. The company faced challenges on two fronts; competition from outstanding online multi-brand retailers and increasing payroll, rent and business rate costs. Senior management had discovered striking disparities in the way sales teams were being deployed from store to store across its global estate. Their goal was to find a digital solution that would standardize best practice scheduling, help set ambitious achievable targets and motivate the sales team.

The Solution

Hackett was primarily interested in the way StoreForce's WFM+ (Workforce Management Plus) platform uses real-time store sales data to identify individual stores' weekly top 20 trading hours. The solution also tracks the sales performance of individual members of the sales team. It can then combine these two data sets to automatically create a schedule ensuring the most effective sales people are on the shop floor at peak trading times to capitalize on increased sales opportunities.

Hackett was also interested in the way WFM+ sets hourly targets both for individual staff and stores. This information is visible on a smart phone app dashboard with indicators that are either green for an achieved target, amber for nearly achieved or red for missed. Store sales team members can also see results for other branches adding a competitive and motivational aspect to the solution.

Nik said, "WFM+ is a very complete system all under one roof - StoreForce's solution offers everything and is built in a very credible way with reporting, scheduling, task management working together on one dashboard."

The Results

Since implementing WFM+, Hackett has reported an increase in both its average transaction value and sales conversion rate. The company said this has led to an increase in sales. In Hackett's words, this is because the company has "the right number of staff working at the right times to capitalize on the most profitable trading times of the week." Previously some hard-pressed salespeople were rushing to get customers to the till so they could serve the next customer. With the right staffing levels in place, however, store associates now have enough time

to deliver the trademark Hackett customer service, educating the customer, and both cross and up selling products.

The StoreForce WFM+ dashboard has also made the sales team members more commercially aware. Thanks to live sales data on the solution dashboard, colleagues are kept up to date on how Hackett is performing on a store-by-store basis.

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Nik said, “The biggest difference since we started working with StoreForce is the improved trading culture. We have a sales team that is incredibly dedicated and loves the Hackett brand, but in some areas may have been a little commercially unaware. The StoreForce solution has changed all that, bringing everyone up to speed.”

Following implementation, Hackett realized the balance between full-time and part-time employees wasn't right. This meant the retailer wasn't able to flex staffing levels up and down according to store traffic. It is currently reviewing the sales team structure and headcount as a result.

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Nik added, “Whenever we engage with an external business we look for a partner. We don't just look for a solution in a box that we install and run with. We want someone who can train our team, someone who can consult, someone who can ensure we land the programme and StoreForce has provided that.”