MINI CASE STUDY:
LUSH FRESH HANDMADE COSMETICS

With a growing number of stores and rising sales volume, the talent management team at specialty cosmetics retailer LUSH knew it had to revolutionize its approach to workforce management.

"It was important to us that we had a system that helped us schedule to traffic trends, gave us access to reporting and data, and still gave managers the ability to create a schedule that was right for their shops," explains Courtney Rosenberger, the company's labor manager for North America.

LUSH wanted a solution that would produce an increase in sales and business drivers, primarily through:

- **SUPPORT FOR CORPORATE CULTURE AND DATA-DRIVEN DECISION-MAKING.** LUSH managers are empowered to make store-level decisions. The solution needed to create and deliver data that store leaders could use to generate the best outcomes for their locations, rather than having that dictated by upper management.

- **IMPROVED SCHEDULING.** The company needed to gather granular traffic data that could inform effective scheduling and ensure consistent service for every shopper. "We want to be able to provide the same level of customer experience all day, every day, during both the busy and slow times," Rosenberger says.

- **MINIMIZED TIME OFF THE FLOOR.** LUSH makes sure sales teams are on the floor with customers as much as possible. Their managers needed a way—at the shop level—to track tasks for the week, assign them each day and track completion to ensure they're staying on top of back-office business needs.

StoreForce's Workforce Management Solution ticked all those boxes.

> " The shops with StoreForce outperformed the other shops with a comparative lift in sales of 5.72% "

StoreForce's software was implemented in two phases so LUSH could track sales results in the shops with and without StoreForce. "The shops with StoreForce outperformed the other shops with a comparative lift in sales of 5.72%," says Rosenberger.

Adopting a next-generation workforce management technology was a game-changer for LUSH.

"[It] has been key to keeping our operations and customer experience consistent during our growth as a company," Rosenberger says. The data exposes how the company uses labor hours and how that impacts sales. "The more that managers use the data, the better they get at knowing their business. StoreForce has helped us analyze and use that data to create more effective schedules and provide an excellent customer experience."