

NUCLEUS
RESEARCH

REFLEXIS HELPS CUSTOMERS REPLICATE SUCCESSFUL MANAGERS

ANALYST

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THE BOTTOM LINE

At Reflexis Software's Reflexions User Conference, the company announced a number of new modules highlighting its sustained focus on automation and machine-learning-driven solutions. As Reflexis continues its growth in the retail space, the vendor is also branching out into new areas of operation, namely banking. Nucleus predicts that the new advances will deliver more productivity benefits for customers and help replicate the best qualities of successful retail managers.

ANNOUNCEMENTS

At the Reflexions User Conference, Reflexis made a number of announcements advancing its “easy for Susan” strategy for retail workforce management. These solutions focused on expanding the benefits of the company’s machine learning capabilities to help organizations codify and replicate best practices for managing employees.

- Visual merchandising. With this new Reflexis offering, Reflexis enables photo sharing of what has been completed and what still needs to be done on a visual merchandising front. Current technologies do not allow for workflows and do not possess photo sharing technology, creating additional manual tasks for managers and employees as they work to ensure the proper completion of visual merchandising plans.
- Predictive forecasting. The machine learning algorithm from Reflexis provides a best fit line for out-of-the-box forecasting. The solution comes with built-in visualization tools, allowing individual retail locations to use sophisticated analytics and machine learning without having to employ their own data scientists. This includes both what-if analysis and greater complexity as compared to most current forecasting offerings.
- Advanced budget planner. Many retailers either use Excel to plan their budgets or outsource this service to the finance department. With this Reflexis offering, budget forecasting occurs on a single platform and can be collaborative, with multiple team members able to work together while not sharing an Excel sheet. The new budget planner avoids the duplication of processes and data inaccuracy from repeated manual entries.
- Health check. With Reflexis, organizations are now provided instant access to metrics and data insights on employee morale and engagement. In addition, each store also has an individual dashboard that allow organizations to drill down and expand the insights delivered from the single store.
- Store pilot analyzer. This feature enables organizations to identify the optimal stores for pilot programs, adjusting as needed based off historical data. It also tracks performance of store pilots in real-time.
- Predictive performance manager. With this offering, customers can predict in real time which stores may be likely to miss their targets. This feature will break down why these targets may be missed, such as if there are weather interruptions or other anomalies that effect overall sales. Store managers will now have knowledge about store targets in real time as opposed to information being conveyed in batches.
- Reflexis disruptive scheduling. This scheduled-to-be-released product will proactively suggest the redistribution of scheduled employees during a day depending on



various conditions such as weather, time of year, and other factors. Employees will now be reassigned to higher value-added tasks within the store, allowing the individual location to complete more tasks without having to increase labor hours.

VALUE

One of the main drivers of an individual retail store's success is its store associates. They are the face of the store and point of interaction for the average consumer, and define how consumers feel about a particular brand. The value of a successful store manager cannot be understated. A successful manager knows her store, products, and, most importantly, how to adjust and respond to the dynamic challenges that running a retail operation can present. The problem is that truly great managers—those that can make dynamic and calculated decisions—are hard to find and can take years to develop. In response, organizations need a systematic, logical, and rules-based approach to help create successful managers across their store locations. The new Reflexis features will enable organizations to do this, whether by dynamically redeploying scheduled employees, making sure that merchandise is properly and attractively laid out, noting and address the overall morale and well-being of employees, or the myriad other tasks that make a great manager successful.


CUSTOMER PROFILES

A record number of Reflexis customers were at Reflexions this year, in addition to other stakeholders such as analysts, partners, and Reflexis employees. Nucleus noted users' feedback on their use of Reflexis solutions. The following are examples of customers' experiences.

JEWELRY COMPANY

This company owns several well-known retail jewelry stores under various brands. Like other organizations trying to compete in the modern retail space, the company has adapted by acquiring additional organizations and competitors in the space to consolidate costs and better compete with online retailers. As a result of these acquisitions, the organization found itself with several different task-management vendors, including two different versions of JDA software: the legacy version and another up-to-date solution. Due to the diversity of the organization's current system, it decided to reconsider the entirety of its overall workforce management.

While the organization originally considered expanding its JDA solution across the whole of its organization, it also considered other vendors, including Reflexis. Ultimately, the



organization decided to go with Reflexis for each of its subsidiaries because it felt that Reflexis provided the strongest analytics offerings on the market. The organization had an employee spending several hours a day compiling and analyzing data for its executive teams. By moving to Reflexis, the organization believes that it will be able to cut down on this time spent building reports by leveraging the analytics already offered in the Reflexis solution. In addition, the organization believes that Reflexis will be able to help expand its overall use of analytics and leverage more data in its decision-making processes.

RETAIL ORGANIZATION

This organization does not have a traditional retail model but requires a strong task-management solution to keep its organization's thousands of locations operating with consistency and accuracy. Several years ago, the organization decided that it wanted a solution that was cloud-based. After considering several different vendors, the organization decided to go with Reflexis because the organization felt that Reflexis offered the most advanced technology and that it would be able to have a strong relationship with the Reflexis development team. By moving to the cloud, the organization was able to redeploy several of its IT staff to complete higher value-added tasks now that it was no longer required to maintain an on-premises system. In addition, the team has been able to work with Reflexis to better leverage its technologies and take full advantage of the offering's features.

CONCLUSION

The vendor's announcement of new offerings shows why Reflexis continues to be one of the market leaders in the workforce management space, particularly for retail organizations. The advancements take task management solutions beyond the tracking of assignment and completion to a proactive, prescriptive solution. Enabling the success of managers in a consistent and organization-wide fashion will help stores avoid inconsistency across locations. Such practices lead not only to higher sales, but provide improved customer interaction—a critically important step as brick and mortar retail looks to compete against e-commerce.