YOOBIC

How SMCP uses YOOBIC to maximize store efficiency and ensure Retail Excellence across 3 brands and 1200 locations

Executive Summary

SMCP Group was looking for a way to align and elevate in-store execution, engage employees and improve visibility globally across their 3 historical brands. By partnering with YOOBIC, SMCP Group has amplified the voice of their store teams and significantly boosted employee engagement while increasing compliance across their network.

The entire organization is now more connected, aligning store processes with high-level business outcomes and giving HQ enhanced visibility into store operations. SMCP can now act more cohesively and dynamically as a business and will use this efficiency to continue to fuel their growth.

> "
> With YOOBIC, our brands have increased in-store productivity and have taken retail execution to higher standards"
>
> **Lorraine Ferreira, Strategy Director of SMCP Group**

Key Results

30 pts — **increase in VM compliance** rate across the Sandro Europe stores

2h — **store response time** instead of 6 hours before YOOBIC

1.5h — **saved** on each store visit

5x — **more visibility** across the European store network

SMCP
sandro · maje · claudie pierlot · fursac

Industry: Fashion retail

Company size: **1600+ points of sale globally**

YOOBIC solutions used: **Store Communications, Task Management**

Main objectives:

- Standardizing and homogenizing processes
- Emphasizing Regional Manager and HQ follow-up and coaching
- Improving efficiency, agility and communication

About SMCP

SMCP is a French fashion group operating through 4 brands: Sandro, Maje, Claudie Pierlot and Fursac. With stores in 43 countries and 6,000 collaborators across the world, SMCP Group brings affordable Parisian luxury to a diverse range of customers. Since its creation, SMCP has experienced very significant growth and turnover has multiplied by five since 2010.

Challenges before YOOBIC

Absence of fluid interaction between stores and the rest of the organization created 3 main challenges for SMCP brands:

1) Unstandardized processes and tools used by teams

It was impossible to consistently achieve retail excellence as every team was using different tools and processes.

- Store teams were **losing time and productivity** was impacted as processes like executing VM guidelines, conducting inventories and the tracing of defective products weren't streamlined. This was making it more difficult to standardize employee expectations and the in-store experience for customers.

- Regional teams were **losing time on admin tasks like gathering and compiling data** when doing store visits and needing to visit stores in-person to check VM execution. This was making it more time-consuming to establish where improvements could be made and preventing each brand from being as agile as they needed to be.

2) Limited operational communication

The use of communication platforms which **limited and fragmented communication** meant that expectations, instructions, and reports on performance weren't always clear.

- Stores were receiving **too many emails and documents.** Information was scattered in so many different places that it was challenging for store teams to understand task instructions and use time in the most productive way.

- Up to 300 emails were exchanged per retail campaign for Sandro and lots of channels were used for communications, making it **difficult to analyze campaign results** and improve performance.

3) Lack of visibility into operational execution across the store network

Limited visibility made it challenging to plan using the most relevant data.

- There was **no real-time visibility into store compliance** with brand standards. This was especially challenging as SMCP brands were already globally established, so it was almost impossible for HQ to have full visibility over such a vast store network and ensure consistency to achieve retail excellence.

- It was unclear to store teams how day to day tasks and processes in-store impacted results on an organizational level, so store employees **didn't have a clear vision of how they could contribute to retail excellence** and organizational goals.

The YOOBIC Solution

With YOOBIC, SMCP digitized and centralized all retail processes and communications between stores, regional teams and HQ.

- Standardized task instructions with images attached set clear expectations for store teams and show them exactly what they need to do to contribute to business goals. For example, the Sandro Europe stores have seen **a 30 points increase in VM compliance rate across the store network** with YOOBIC, resulting in an enhanced customer experience

- Digitized tasks enable store teams to work more efficiently and increase in-store compliance. Within the Maje Europe stores, punctuality of **in-store task completion has increased by up to 40%.**

- As YOOBIC is designed for mobile devices, store teams can stay in the loop while having more time to move around the store and interact with customers. Digitized tasks also **save regional teams** time as they don't need to manually check which tasks have been completed by which stores.
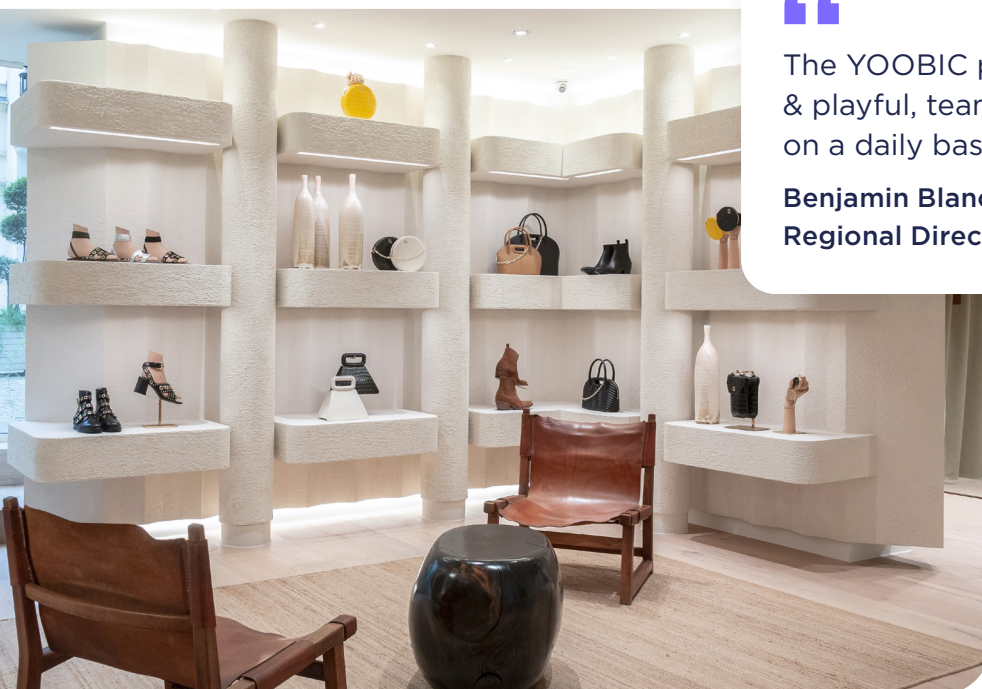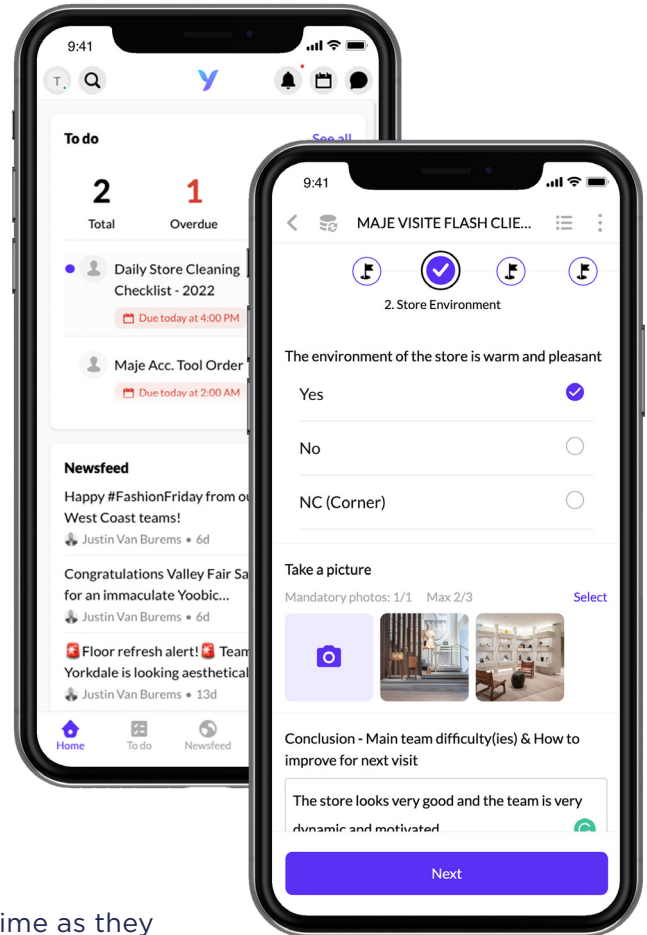
> "
> The YOOBIC platform is more approachable & playful, teams feel more at ease using it on a daily basis to complete their tasks."
>
> **Benjamin Blanchard**
> **Regional Director, Maje France**

YOOBIC incorporates streamlined communications between store teams, regional managers and HQ into one intuitive platform.

- Teams **can work more productively, implementing instructions and feedback efficiently** and instantly communicating with managers and HQ using the YOOBIC chat feature.

- **Store team engagement has been boosted,** with **average response time to notifications from HQ halving in the Sandro stores and being divided by 3 in Maje stores**. Now, store teams have a stronger voice within the organization and feel more connected to the brand, as YOOBIC allows managers and HQ to easily and regularly collect precise, qualitative feedback from employees.

> "
> With YOOBIC, we established a streamlined process with information all in one place. This enabled teams to focus on giving and receiving better quality feedback."
>
> **Claire Pala, VM HQ, Sandro**
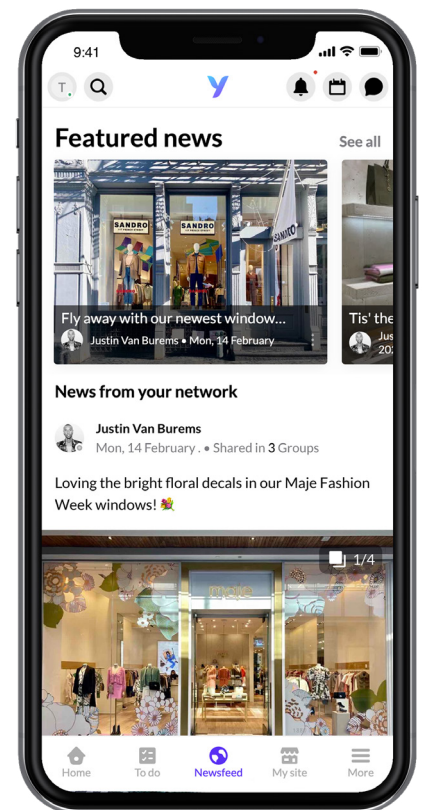
Data which previously would have been scattered across emails, Whatsapp and Excel is contained in one cohesive hub of information in YOOBIC.

- YOOBIC **automatically categorizes data by campaign** and makes it visible across the whole network in real time, making it clear where strengths and weaknesses are and where changes need to be made to improve store performance.

- Thanks to YOOBIC, **SMCP experience fewer reporting errors** and are able to measure performance with live, factual data and share more qualitive feedback with field teams. This allows the business to be more agile and reactive, which has **improved the standard of retail excellence over time**.

> "
> The biggest improvement is visibility. With YOOBIC, we can quantify activities and analyze results across our entire store network."
>
> **Charlotte Delannoy**
> **Retail Coordinator HQ, Claudie Pierlot**

Why YOOBIC

✓ It **streamlines retail processes** by centralizing information in one place, so store and regional teams are more efficient.

✓ It **gives complete visibility** across the store network by integrating and analyzing data sets in real time, allowing the organization to be more agile in response to challenges.

✓ It **merges multiple tools** into one and engages teams.

✓ It **opens up communication** between stores, regional teams and HQ through a single channel.
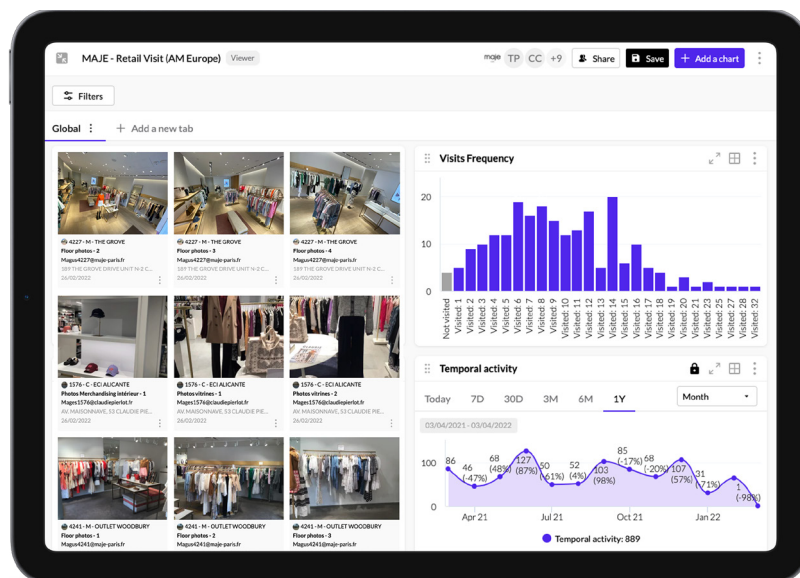
Results

30% pts
Increase in VM compliance rate across Sandro's Europe stores - from 65% to 95%

Store **response time** cut from 6 hours to
2 hours

5x
more visibility across the European store network

1.5 hours
saved on each store visit for Regional Managers

10,000
sheets of paper saved per year

About YOOBIC

YOOBIC is an all-in-one digital workplace that provides business leaders and frontline teams with the performance tools they need to learn, communicate and organize tasks seamlessly in the flow of work. 300+ companies around the world including SMCP Group, Lacoste, Boots, Lancôme, Logitech, Puma and Vans trust YOOBIC to drive retail performance at scale, get real-time visibility into store execution, and improve their customer experience.

Y YOOBIC
www.yoobic.com

GET A DEMO