

CASE STUDY

How Vitalia uses streamlined, compliant store operations to scale their store network

Executive Summary

Leading German health and wellness retailer Vitalia were looking for a solution that would streamline and modernize their store processes to support their rapid expansion.

After partnering with YOOBIC, campaigns and processes like product recalls are completed accurately by every store in a fraction of the time required before.

Vitalia HQ has complete visibility into store operations and compliance, and store teams are better connected, more informed and more motivated.

Since the rollout of YOOBIC, Vitalia has opened another 7 stores, all without having to hire additional administrative staff.

“We were able to massively increase both sales and monthly advertising campaigns. Weekly product hits and promotions are consistently completed. Completion of promotional campaigns in the branches has doubled. This wouldn’t have been possible without YOOBIC.”

Florian Lindner, Operations Manager at Vitalia



Industry: Grocery retail

Company Size:

650 employees and 94 locations

YOOBIC solutions used:

Task Management

Store Communication

Main challenges:

- ✗ Time-consuming and complex communication with stores
- ✗ Inconsistent implementation across the store network
- ✗ Lack of visibility into store operations and errors in execution

About Vitalia

Vitalia is the go-to place for natural health and wellness products. Since 1968, Vitalia has grown to be one of the leading companies in their industry in Germany, and offer their customers over 5,000 products in nearly 100 stores all over the country. Vitalia’s focus is a consistently reliable and specialized in-store service, so customers find the high-quality products which fit their needs best.

Challenges

A disconnect between stores and the rest of the organization created 3 main challenges for Vitalia:

1) Manual sending of instructions to stores and laborious, time-consuming HQ follow-up.

Store checklists, to-dos and critical processes like product recalls were sent via bulk email, making it a challenge for stores to understand instructions and for HQ to verify store completion and compliance. Tasks often weren't completed properly, if at all, until a regional manager visited.

2) Inconsistent implementation across the store network, which impacted sales.

Implementation of sales, marketing and promotional campaigns differed between stores. Stores with fast, accurate execution drove more sales, while slower stores lagged behind. However, there weren't any new communications channels HQ could use to support underperforming stores.

3) Lack of HQ visibility into store operations, which meant issues persisted until an area manager's visit.

Visits by regional managers were the only line of sight HQ had into in-store execution, displays promotions and processes. But since regional teams didn't have time to visit stores every few days, errors could go weeks without being addressed.

"We needed a new solution which would enable us to better support all of our branches and improve sales in stores with weaker performance."

The YOOBIC Solution

With YOOBIC, Vitalia digitized all store processes like checklists, marketing and promotional campaigns and product recalls, and centralized them in a user-friendly app.

A legacy tool for connecting purchasing, marketing and store teams has been replaced with YOOBIC, so all communications are centralized. Now, Vitalia HQ can track process implementation across the entire store network, ensuring 100% completion and compliance with standards. This is critical, as store checklists need to have a 100% completion rate.

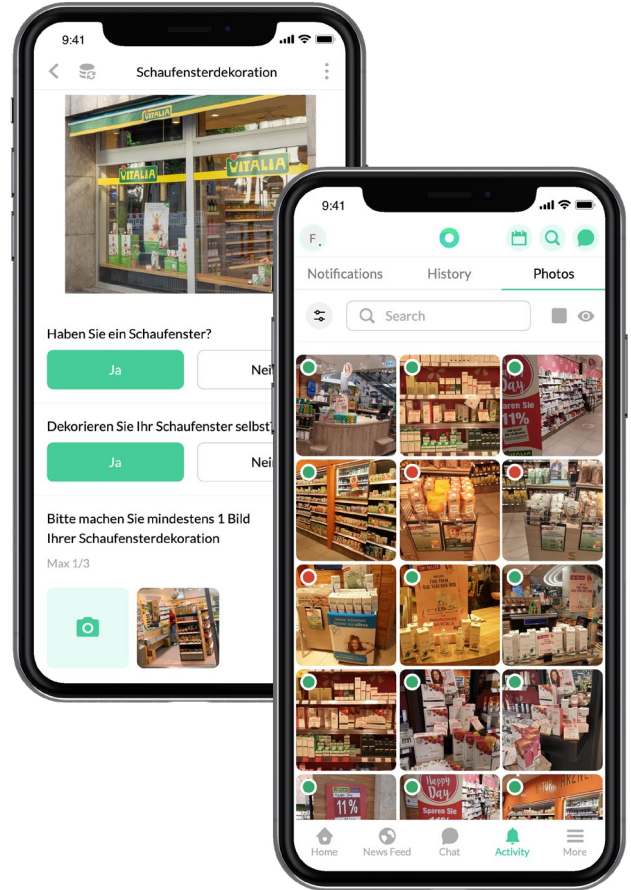
Before, product recalls took at least 3 days to complete, with HQ manually following up with each store to verify. With YOOBIC, product recalls are completed in half that time.

All store communications have also been centralized in YOOBIC, connecting employees to their peers and the rest of the organization. Vitalia HQ can now send surveys to employees across the store network and better include them in internal decisions.

Why YOOBIC?

- ✓ It's easy to use and understand for all employees, so they can quickly gain experience using the app with minimal training.
- ✓ It streamlines and targets communications for stores, making it easy for teams to execute tasks flawlessly and quickly implement feedback from HQ.
- ✓ It halves the time required to implement campaigns and critical processes like product recalls. Campaigns are now implemented in stores in just a day, whereas before they would have taken a week.
- ✓ It's fun and engaging for employees, so they prefer using it over personal communication channels and feel more connected to the company and their colleagues.

"With YOOBIC, employees in every store are accountable, regardless of their position."



Results



100%

store completion rate on missions



50%

less time spent on product recalls



100%

adoption rate

About YOOBIC

YOOBIC is a digital workplace that helps multi-site businesses such as retailers, restaurants and hotels deliver a compliant, consistent customer experience in every location. YOOBIC's collaborative, easy-to-use app for task management, store communications and training refocuses frontline employees on customer experience and helps organizations make sure each location is performing its best.

YOOBIC

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