



ALNATURA  
Super Natur Markt

## CASE STUDY

# How Alnatura uses digitized tasks and processes to achieve a consistent in-store experience across their store network

## Executive Summary:

As a leading German organic grocery retailer, Alnatura takes pride in serving the community around them, through health-focused products, environmentally-friendly store designs and impeccable customer service.

In order to continue to deliver this service as their store network grew, Alnatura knew they would need a tool that would empower their frontline teams to operate at maximum efficiency, meet the needs of store teams and help every employee excel in their role.

Partnering with YOOBIC has improved store compliance and increased visibility by integrating all tasks, data and communications seamlessly into one platform which employees are enthusiastic to use.

*"YOOBIC was easy for users and it was clear how it worked. It was easy to send out different tasks, contact stores, and collect information. More and more departments wanted to start using it."*

Rouven Zickwolf  
Retail Coordinator at Alnatura.



Industry: Grocery retail

Country: Germany

Company size: 3,700 employees,  
140 stores

YOOBIC solutions used: Task  
Management

### Main challenges:

- ✗ Communication with stores was time consuming and fragmented
- ✗ Store teams unclear on what priorities were and mistakes were common
- ✗ Lack of visibility into store operations and errors in execution

### About Alnatura

Alnatura are the go-to retailer for 100% organic products in Europe, with a range of approx. 6,000 SKUs per store that includes fresh bread, cheese, fruit and vegetables and food to go. Alnatura strives for sustainability, reducing packaging and using recycled and natural materials in everything from their takeaway coffee cups to the walls of their stores. They take pride in their high quality standards, consistently going above and beyond what is legally required to create products that are truly innovative and exciting.

# Challenges

“We wanted to have a solution that was focused on stores, a lot of tools were more geared towards office workers, so they weren’t as easy to send information to store employees. Whereas YOOBIC is mobile-first and designed specifically for store and field teams.”

Rouven Zickwolf, Retail Coordinator at Alnatura

Both HQ and store teams were unhappy with the existing process for sending instructions and completing tasks for several reasons:

## 1) Multiple communication channels meant that stores were bombarded with too much info and priorities were unclear.

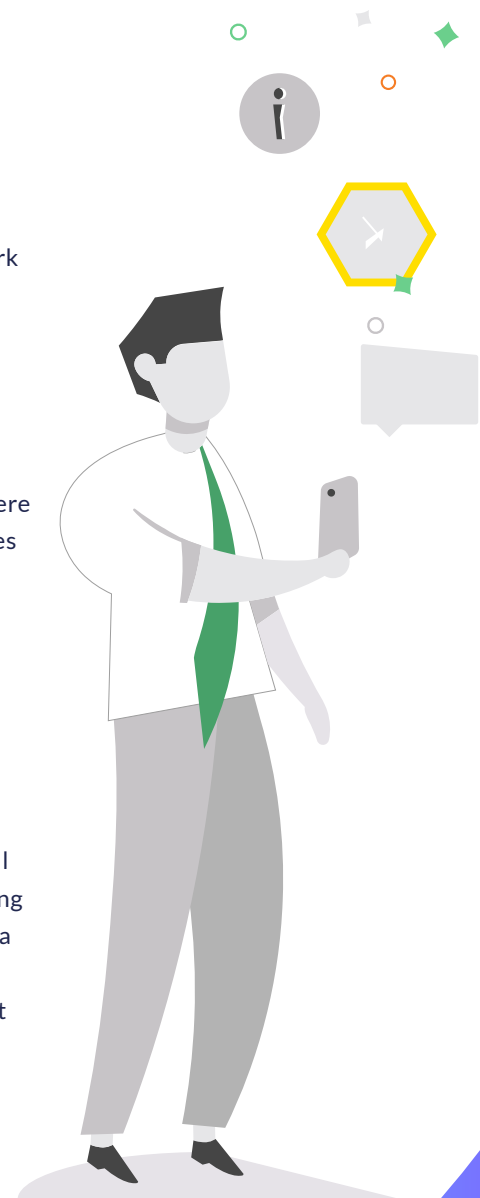
Sending over information in bulk using multiple communication channels made it difficult for store teams to distinguish what was general updates, what was instructions for store teams and which tasks were a priority. Information wasn’t targeted to teams and departments, so it was very time consuming for teams to work through all the information. Mistakes were more common.

## 2) Communications didn’t reach every employee, so execution and consistency suffered.

Instructions were sent to stores via email to a single device in the store office, so were usually only read by the store manager, leaving store teams out of the loop. As stores often receive a lot of emails, it was easy for instructions to get lost and it was a struggle to retrieve the right information at the right time.

## 3) HQ follow up on store task completion was limited and time consuming due to lack of visibility.

Important tasks like product removals needed to be completed within one day by all stores to comply with the law, but HQ had no way to track compliance. When sending a task, HQ needed to write out an email, attach a file with instructions and wait for a response from the store, as there was no simple way to see whether a store had completed the assigned task. HQ then had to identify and notify stores who had not completed the task and then amalgamate all the information into one report or database.

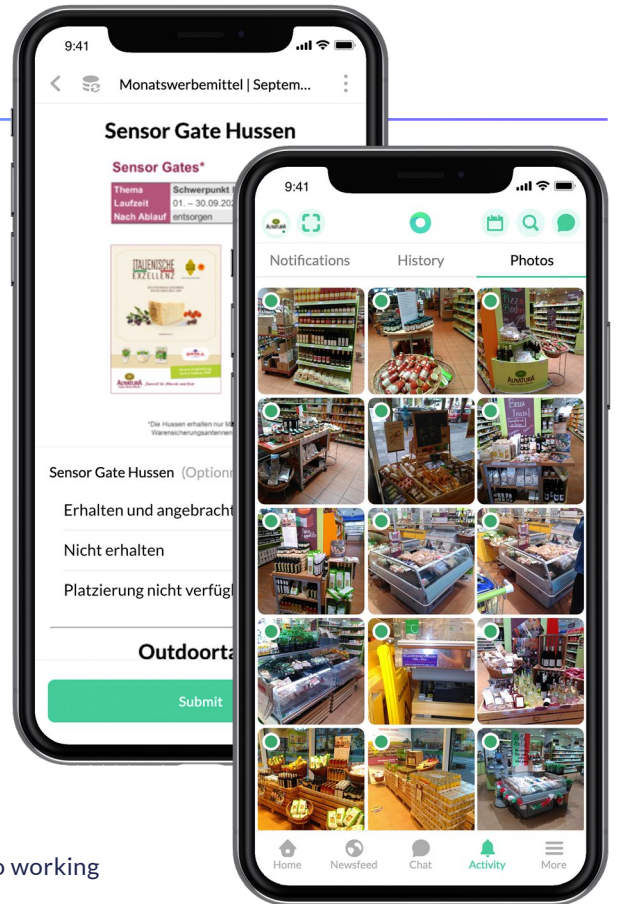


# The YOOBIC Solution

In YOOBIC, Alnatura have found a solution that is simple and intuitive for all deskless employees to use. Previously time-consuming processes like sending out missions, following up with stores, and collecting data are now completed much faster in one centralized app that all employees can access.

With YOOBIC, all team members can see the tasks that need to be done, so everyone shares the responsibility for making sure they're completed. This means that managers have more time to focus on other work and store teams can work more proactively.

"YOOBIC is a time saver for both HQ and in the stores because it's more efficient. More people can access YOOBIC so more people can engage with missions and access data, you don't have to ask anyone to send you information as everyone can access it using the app."



## Why YOOBIC?

- ✓ It's easy to use for employees, so store teams who are not used to working behind a computer can start 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 provides visibility into compliance so nothing is missed and it's easy to see what has been completed.
- ✓ It reduces the time required to implement campaigns and critical processes like product recalls. All product recalls are now completed in one day.
- ✓ It's engaging for employees, so they prefer using it over email or other communication channels and enjoy integrating it into their work.

## Results

 100%

Adoption rate of the YOOBIC platform

 Compliant

Improved compliance across the entire store network

 Faster

Processes completed more quickly

## 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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