

Strategic Workforce Planning in Action

Give Your Associates the Flexibility They Desire – and the Leadership They Need.

When it comes to attracting and retaining a quality workforce, details matter. Employees are quitting or retiring at a record pace, often to find better work/life balance, and this is impacting businesses around the globe. Employees today value flexibility in how they work, but this can mean different things to different people. Flexibility could mean working different shifts, working at different locations, or working different jobs throughout the week. Or, it could mean having a schedule that allows the flexibility to drive kids to school in the morning or attend night classes.

When retail was simpler, a good store manager kept these details in their head. But store managers today are stretched – their jobs have become unworkable as they take on more responsibility and drown under more data.

It's important for businesses to have the insights to understand each employee as an individual and the tools to strategically design schedules not simply based on availability, but on employee preferences. When you can do this, employees feel more valued and ultimately more satisfied. This helps reduce turnover, which helps solve one of the major labor challenges today.



Matteo
Manager



Flynn
In-store Order Picker



Dorothy
Grocery Cashier



Jasmine
Sales Assistant



Barry
Home Delivery Driver



Jake
Warehouse Stocker,
Loader, Forklift Operator

Matteo

Manager

Matteo is tired. His inbox is overflowing with new reports while he is stuck in his office building schedules in spreadsheets and sticky notes. When he does get out of the back office, he sees unattended gaps in the shelves, a disorganised stock room and unhappy customers. And now Head Office wants to add digital fulfilment to his plate. He works day and night to ensure that he gets the most balanced team on the floor possible, but a constant stream of new faces makes this task more difficult. He knows that if he just had an extra few hours in his day he could get out to motivate his team to run the sort of store they would be proud of and show his customers the attention they deserve.

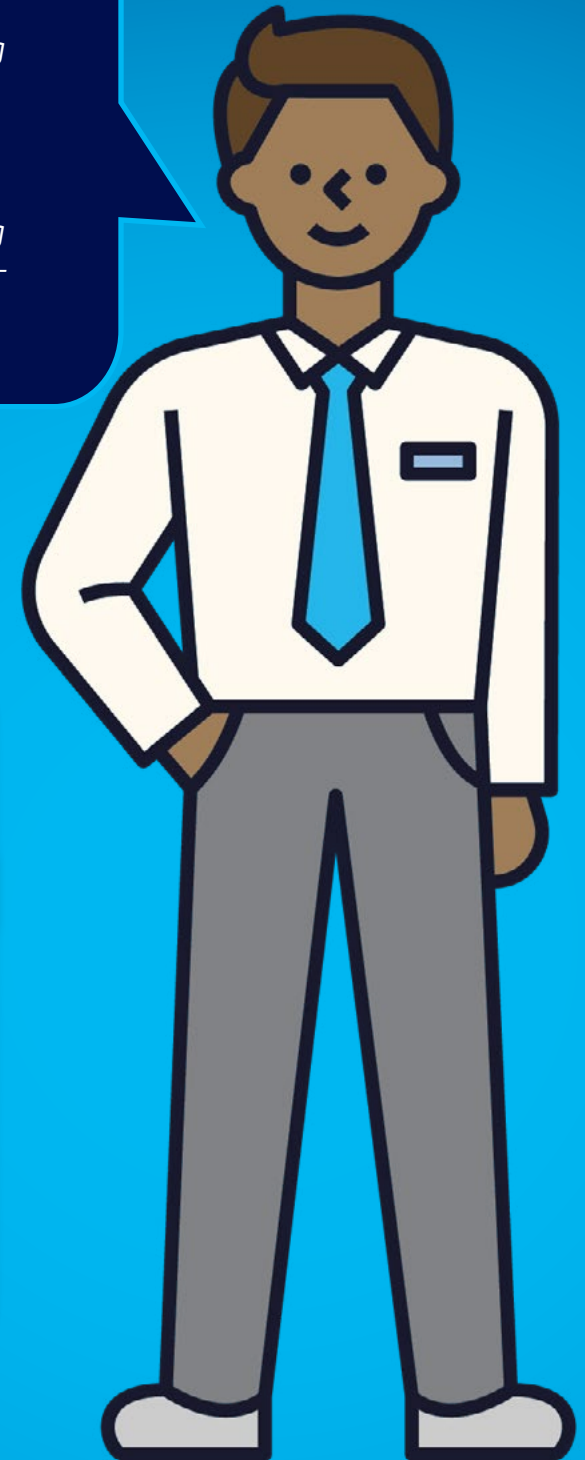
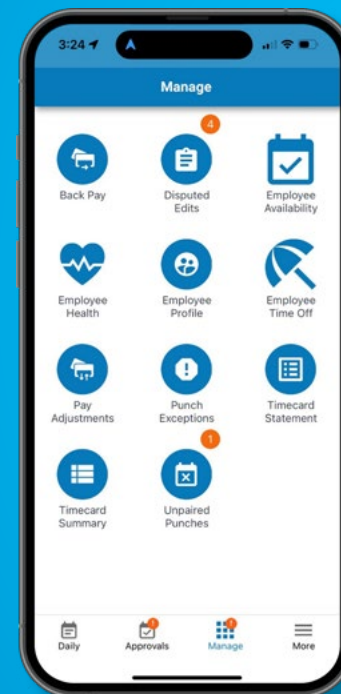
My Challenge

Trying to manage the team schedule is becoming harder as the store and team evolves.

What flexibility means to me

"I know my team have their own lives, but trying to accommodate everyone's preferences is a full-time job! I feel like I am neglecting my store."

How I stay on the shopfloor



Flynn

In-store Order Picker

Flynn is a typical high school student who cares more about gaming and girls than he does about working. He's a good student and works hard when at work. His mom lets him borrow the car, but he has to pay for his own gas. Flynn is happy to work directly after school, which means he can't start until 4:00 PM. He also prefers to not work Fridays so he can go to the football games. If his friends are planning something fun, he'd rather give up a shift than work, especially after a year of not being able to hang out. While this probably isn't a long-term job for Flynn, he's enthusiastic and trustworthy, and even recruited some of his buddies to work at the store.

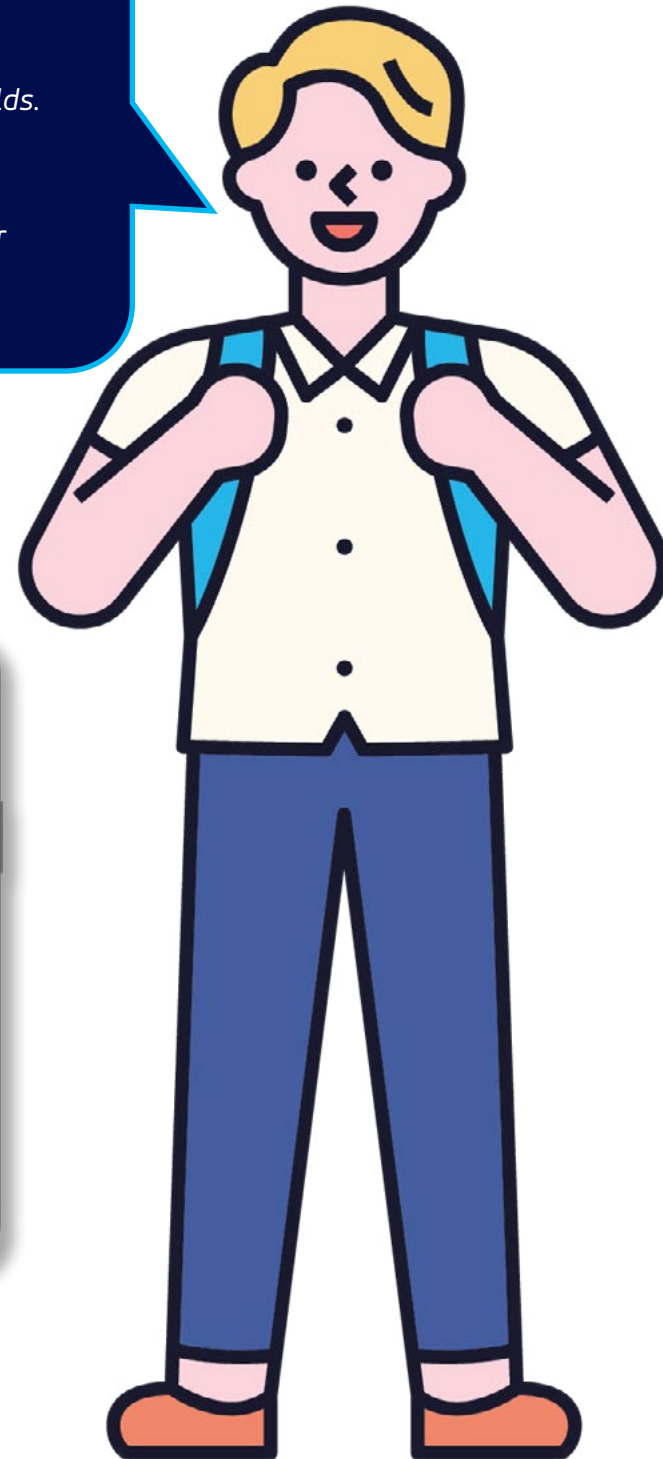
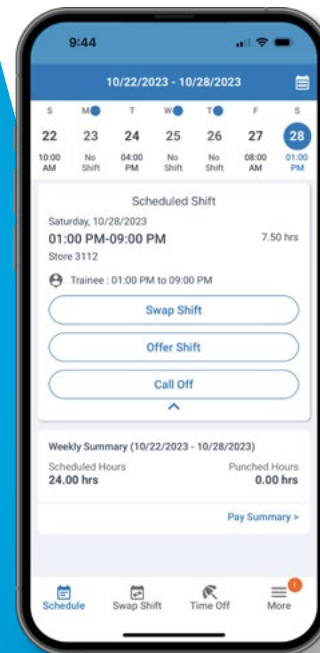
Why I work

I work just enough to pay for gas and to buy enhancements for my favorite Xbox game worlds.

What flexibility means to me

"Flexibility means easily offering up my shift or swapping with a friend when I don't feel like working, without risking being let go."

How I offer up shifts



Dorothy

Grocery Cashier

Dorothy is happy to work a few weekday mornings, as long as she's not on her feet too long. Her husband passed away recently, and she uses work as an excuse to get out of the house and be around people. She likes having a set schedule. That way, she knows she's always available to pick up the grandkids from school and watch them until their mom gets home from work. Fifteen hours a week is plenty to have extra spending money for spoiling the grandbabies. Dorothy is a real asset to the company, her smile and her caring spirit brings a lot of joy to all the customers she meets.

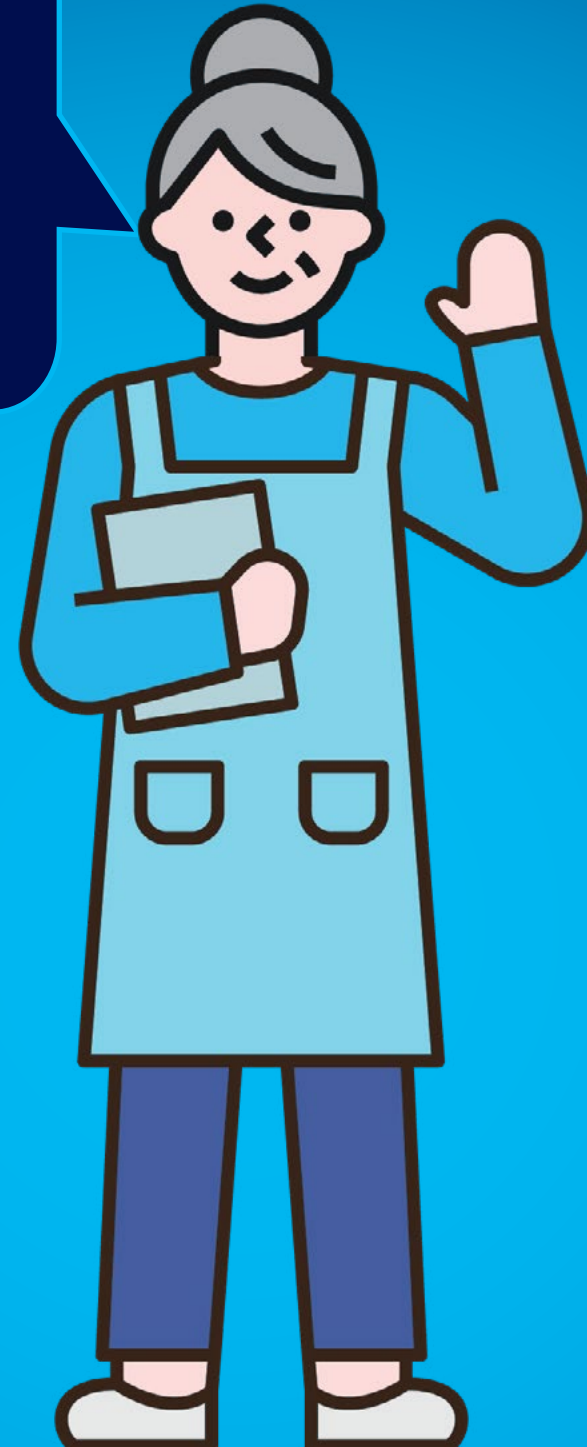
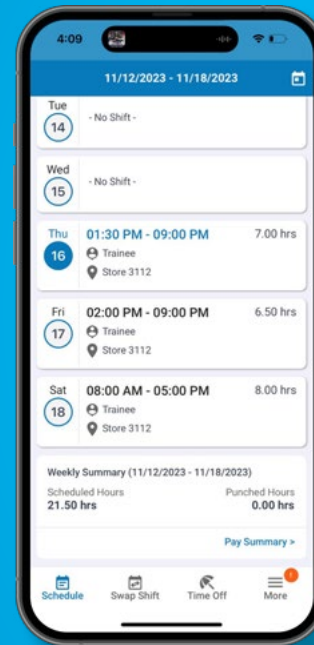
Why I work

I went back to work to earn a little extra spending money and to be around nice people.

What flexibility means to me

"Flexibility means working just a few mornings a week - always the same days please- and being able to work shorter shifts than I used to."

My schedule this week



Jasmine

Sales Assistant

Jasmine is a grad school student, working to pay her way through college without debt. She's motivated to work as often as she can, and she does this by balancing a number of different gigs. Basically, if she's not in class, she's at work. Jasmine loves fashion and enjoys assisting customers but can make more money on weekends as a rideshare driver or delivering food. From week to week, she doesn't know what her school workload will be, so she'd rather nominate preferences to help fit around her changing schedule, rather than being assigned specific hours. Jasmine is one of the many gig workers who are a growing, and important, part of today's workforce.

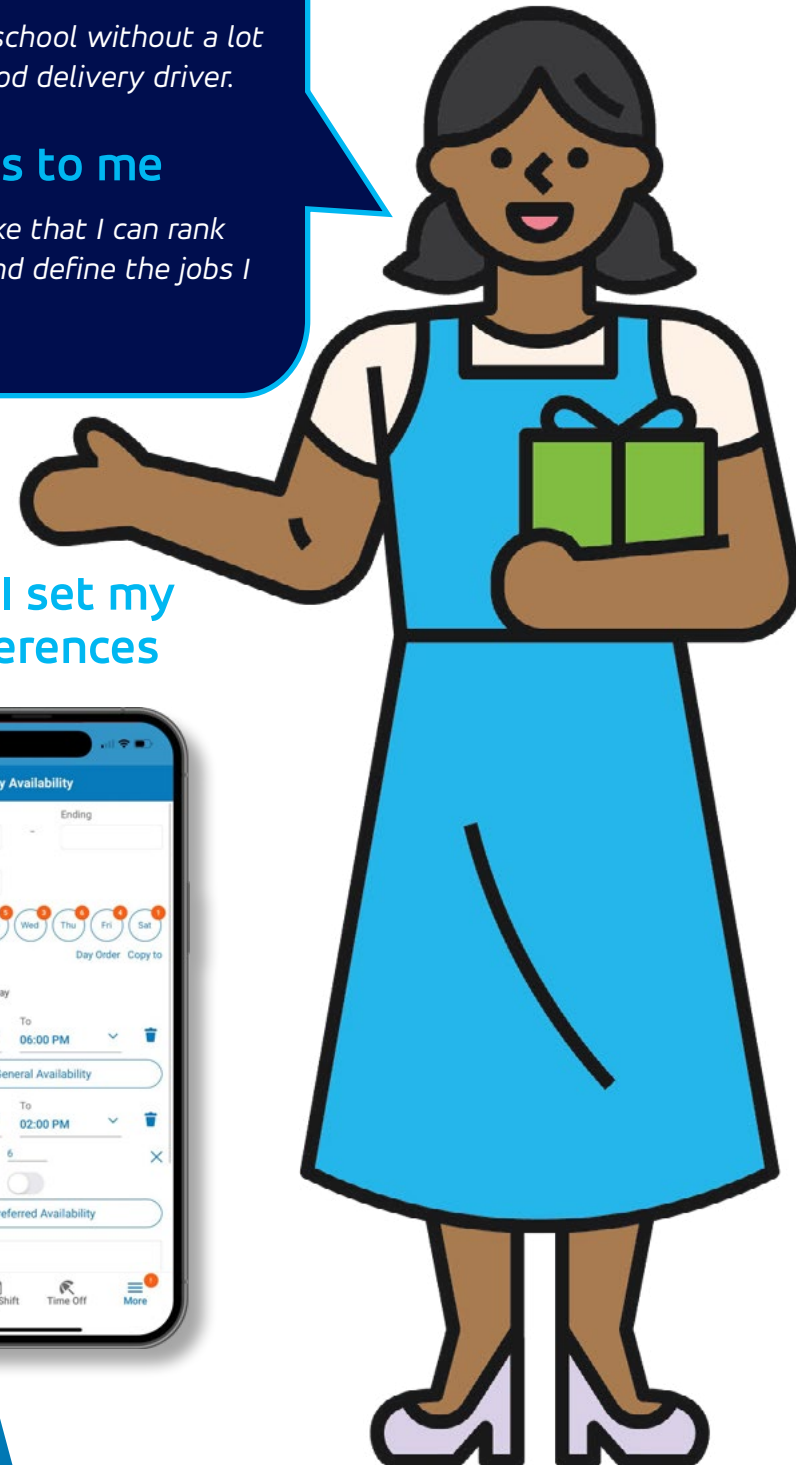
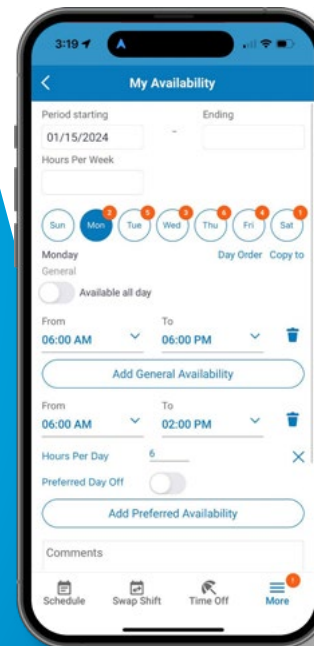
Why I work

I'm trying to pay my way through school without a lot of debt. I'm also a rideshare and food delivery driver.

What flexibility means to me

"Flexibility is everything to me. I like that I can rank the most important shifts to me and define the jobs I like to work best."

How I set my preferences



Barry

Home Delivery Driver

Barry is trying to get on the property ladder. He works a 9-to-5 job in an office so he wanted a second job that would help him save money without the feeling of constant supervision. Barry wants to work around 20 hours each week but can only commit to evenings and weekends – a home delivery route is perfect! The hours spent alone on the road give Barry the time to think through his plans, while keeping an eye out for potential new purchases. The warm greetings from his happy customers help get him through the long nights which move him closer to his dream.

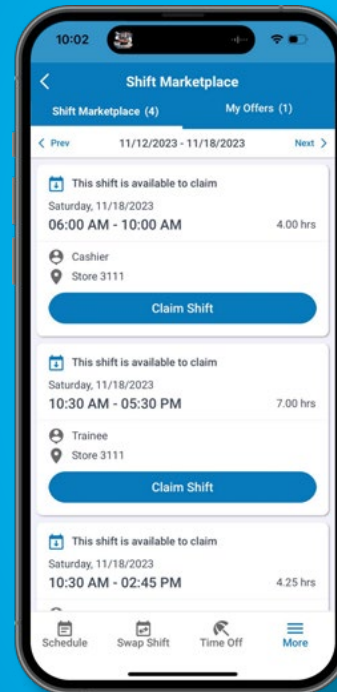
Why I work

I am saving up for a house, so need a second income, but I don't want it to feel like a second job.

What flexibility means to me

"Flexibility means saving more money without feeling like I am being constantly watched. Trust is important."

How I pick up shifts



Jake

Warehouse Stocker, Loader, Forklift Operator

Jake is a single parent to two school-age daughters. He's worked a few years with the company and is able to work in different positions. Although Jake can't work a straight 8:00 AM – 5:00 PM because he drives his girls to school every morning, he can work while school's in session and every other weekend. Jake always needs to work at least 37 hours per week, and desires consistency so he's there for his daughters. Clocking in and out via mobile ensures he gets home quickly, while being able to offer up shifts in emergencies gives him peace of mind.

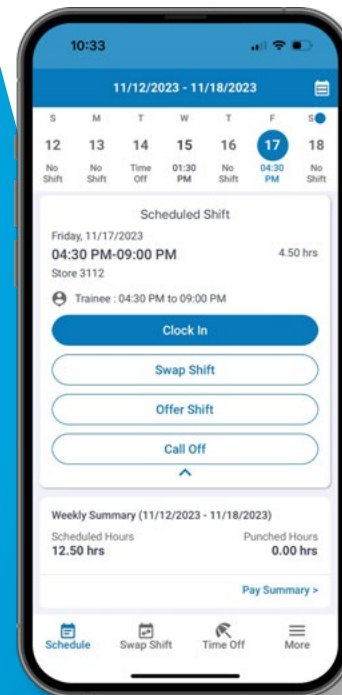
Why I work

I love my job. I make enough to provide for my family and the benefits are great.

What flexibility means to me

"Flexibility means finding a full time job and still have extra time with my girls. And, I like when my week is a mix of different job functions."

How I clock in from my mobile



Blue Yonder's Automated Workforce Optimization

Scheduling flexibility means more than offering shift swaps. Every employee has different needs and priorities, and accommodating these differences is key to engaging employees and reducing turnover. With Blue Yonder, every associate can select their preferences and priorities in addition to availability. Advanced algorithms generate best-fit schedules that align with everyone's needs, including your own.

What about business needs? The entire schedule begins with an accurate view of labor demand, local regulations, corporate policy and union contracts. After the total labor demand by location, role and time is identified, shifts are automatically scheduled, based upon each employee's ranking of preferences. The result? Optimized schedules that reduce a significant burden on managers while better engaging the employees you depend upon to deliver a superior shopping experience.

Blue Yonder's strategic workforce management helps businesses give their employees the schedules that match their lifestyle. This means happier and more productive associates and a lower turnover rate. And in today's tight labor market, this can make all the difference.

To learn more about Blue Yonder WFM and its workforce planning capabilities, visit:

<https://blueyonder.com/solutions/workforce-management>





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