

# Workforce Management



## Improve your workforce management with mobile capabilities

Competition is thick in the omni-channel environment. Retailers attempting to remain profitable must strategically invest in the right number of associates with the right skillset to execute daily tasks, and they must also be able to drive continuous sales. And while you may want to minimize the expenses associated with staff, it's critical to remember that your workforce, if managed properly, can become a competitive differentiator for your brand.

But hiring, training and retaining good talent isn't always as easy as it sounds. Not only are stores competing for a smaller pool of qualified workers, retail employees are often balancing multiple positions. In the gig economy, more workers expect to manage their own schedules. If your workers can't find the flexibility and job satisfaction they're seeking, they'll look elsewhere.

In the digital age, life and work is all centered around our interactions on mobile devices. Tasks once requiring manual effort and multiple phone calls like changing shifts or schedules, are now achieved in a single tap or swipe. Mobile devices are an active part of how we manage our daily lives, work and stay connected. From communicating, to managing our calendars, to navigating our route to the next dinner meeting, mobiles are an integral aspect of our world and using them to engage employees is a no-brainer.

## Real results

Increased employee engagement up to

**25%**

Reduced labor violations up to

**60%**

Reduced administration costs up to

**40%**

To realize success, progressive enterprises must change their approach. Adopting advanced scheduling capabilities that conform staffing to traffic flows, labor laws and budget constraints is one way to achieve that, as well as empowering employees to request manager-reviewed shift-swaps and time off requests via personal mobile devices. These capabilities and more are supported by Blue Yonder's SaaS-based workforce management with mobile capabilities.

## **Why go at it alone? Rely on Blue Yonder, the industry leader**

At Blue Yonder, we believe it's crucial to provide comprehensive workforce management capabilities that allow global retailers to manage labor conveniently and efficiently. A single platform that provides retailers with advanced planning, budgeting and scheduling capabilities combined with role-based capabilities enable managers and associates to react quickly to everyday realities.

These innovative and progressive set of SaaS-based capabilities are backed by Blue Yonder's decades of experience in retail workforce management and our work with leading retailers around the world. Furthermore, Blue Yonder's workforce management is an integral part of a broad set of supply chain and retail capabilities that help retailers reduce costs, increase revenue, engage their associates and better serve their customers.

## **Workforce management capabilities within easy reach**

The mobile apps we use daily are on the rise for both our personal and work lives, expanding to include more enterprise apps for employee productivity and engagement. Gone are the days of managing everything from an employer desktop application, with the rise of mobile enterprise, more associates are engaging and managing tasks on personal devices. This sea change has moved businesses and their team members to a more effective, connected and collaborative approach.

Long-term labor planning is as much about corporate strategy as it is about forecasts. That's why Blue Yonder's workforce management provides powerful modeling capabilities that allow you to perform what-if analysis balancing various corporate strategies, budget priorities and labor forecasts to arrive at the most optimal labor plan for your business. In addition to new hires, the optimal labor plan may include retraining existing staff to fulfill new requirements. Our sophisticated capabilities can identify these needs as part of the strategic workforce plan, enabling you to take these strategies down to the individual level to balance corporate plans with actual workforce capacity. This ensures that each site reaches its potential without over-burdening or underutilizing its workforce.

Blue Yonder's workforce management with mobile capabilities delivers retailers a real-time solution that connects and enhances daily communication and optimizes the use of talent. Mobile capabilities support better working environments across your chain and remove unnecessary friction. With workforce management mobile, increase your employee engagement using intuitive self-service capabilities. Give your employees 24/7 access to available shifts to pick up or offer shifts to store associates in a shift marketplace with just the tap of a button. Providing a full view to daily, weekly and monthly schedules helps associates plan more effectively and effortlessly request time off when necessary, thus reducing absences.

Further reduce business expenses by lowering staff turnover rates and costly new employee onboarding by giving team members more autonomy at their fingertips. With a more productive, satisfied group of associates, you'll have happier customers and greater efficiency overall.



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