

# Oracle Retail Workforce Management Application

Ensuring the Right People are in the Right Place at the Right Time to Meet Customer Service Needs



Labor is one of the largest items on a retailer's balance sheet, with estimates ranging between 10-15% of total revenue. As costs continue to increase year-on-year, retailers are constantly challenged to find ways to control and reduce labor costs without impacting customer service obligations.

Ensuring that the right people are in the right place at the right time to meet customer needs is key to success in today's competitive market. Despite the growth in online retailing, the physical store remains the primary touchpoint for many consumers today. Stores provide retailers with the opportunity to engage in-person, facilitate conversion from web to store and deliver that value-add experience that encourages customers to return.

The challenge is to deploy the optimal number of appropriately skilled associates on the shop floor to fulfill customer service expectations, while reducing labor costs and unnecessary administration. Yet frequently, fluctuations in customer traffic lead to discrepancies between staffing requirements and actual staff deployment, or retailers struggle with balancing scheduling with legislative compliance or absenteeism. Having accurate, accessible information on employees and a clear understanding of demand is necessary to achieving employee optimization and operational efficiency.

## Why Oracle Retail Workforce Management Application?

Oracle Retail Workforce Management Application is a complete suite of modules designed to enable retailers to optimize their labor and improve overall operational efficiencies through demand forecasting and precise scheduling, while managing cost.

Oracle Retail Workforce Management Application enables retailers to more effectively manage demand-driven workforce management by integrating into a single, modular solution staffing requirements, forecasts, employee scheduling and time management capabilities. The web-based solution incorporates data from forecasted sales and footfall on a daily, weekly or seasonal basis along with key parameters such as HR legislation, employee contractual hours, qualifications, availability, planned absences and other operational data, and generates a plan of optimal staffing coverage.

Consolidating all these parameters into the one solution reduces complexity and cost, and improves accuracy by removing the need to duplicate data input. In automating these processes, key stakeholders – supervisors, store managers, HR, operations and finance – have access to required information without unnecessary administrative time and effort.

A new user interface on the Oracle Retail Workforce Management Application clearly presents accurate information on staffing levels as and when required to maintain optimal staff and skill levels. Automatic warnings prevent planners from

breaching defined rules around working directives or exceeding contracted hours to further control costs and maintain legislation compliance.

## What Business Value Does Oracle Retail Workforce Management Application Provide?

- **Reduces Business Risk.** Enables retailers to comply with regulations, such as the EU Working Time Directive, as they generate staffing schedules, protecting both the business and its employees. It also provides effective budgeting and forecasting control to help retailers work within allocated budgets whether that be sales targets or other tolerances, while integration with HR and payroll reduces risk of error.
- **Increases Business Productivity.** With an accurate understanding of demand, retailers can create optimized working patterns that promote a better work-life balance and improve staff motivation and retention. With a standard solution in place, employees can be confident that working hours, including overtime, and holiday entitlement are being tracked fairly and effectively across the business, which can improve productivity.
- **Reduce Staffing Costs.** With a clear view of staffing needs versus expectations, retailers can plan staffing levels more accurately to ensure the right number of staff with right skill set are where they need to be. By accurately monitoring and reporting on actual and planned hours, retailers have increased visibility to lateness and unplanned absenteeism, and can manage these issues quickly and productively.
- **Improve Business Efficiency.** Enables retailers to make staffing decisions based on facts, not expectations, improving labor utilization. It also delivers greater transparency from stores to the head office improving operational efficiency and reducing duplication of data input and associated administration.

## About Oracle Retail for Stores

The Oracle Retail Store Solution suite delivers on Oracle Retail's commitment to commerce anywhere, and is a demonstration of the Stores commitment to the commerce anywhere experience. Built on a proven, scalable, standards-based Java foundation, Oracle Retail stores solutions are helping retailers grow internationally and profitably through increased basket sizes, supply chain stock reduction, and inventory optimization.



### CONTACT US

For more information about Oracle Retail Workforce Management Application, visit [oracle.com/retail](http://oracle.com/retail) or email [oneretailvoice\\_ww@oracle.com](mailto:oneretailvoice_ww@oracle.com) to speak with an Oracle representative.

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