

Workforce Management Mobile

Improve employee satisfaction and productivity via connectivity



Business Context

Retailers face increasing competition for shoppers in today's omni-channel environment. In their battle for shoppers, retailers' associates are a critical component of the value they offer to consumers. By keeping shelves stocked and providing expert in-person assistance, employees can act as a competitive differentiator for the retail brand. It's essential for retailers to have the right employees in the right place at the right time, all the time.

But today retailers are competing for scarce labor resources just as much as they're competing for shoppers. Retailers need to make it as easy as possible for employees to communicate their availability and schedule shifts — and they also need to support employee satisfaction. If associates can't find the scheduling flexibility, real-time communication and overall job satisfaction they're seeking, they'll look elsewhere.

Increasingly, technology is the answer. To succeed in today's digital age, retailers need to not only adopt advanced workforce management solutions and practices — but also connect directly with employees on their own digital devices.

The Blue Yonder Solution

Blue Yonder offers a simple and cost-effective answer. Workforce Management Mobile enables 24-7, on-demand engagement and connectivity for retailers and their employees — leveraging the mobile devices workers are already accustomed to. Via an intuitive self-service portal, employees can see and claim available shifts, block vacation time and swap shifts with other store associates in a marketplace environment — all at the tap of a button. They have a full view of their daily, weekly and monthly schedules, which helps them plan more effectively to reduce conflicts and absences. Not only do employees have more self-sufficiency and autonomy, but retailers can also reduce their administrative staffing and expenses associated with workforce management and scheduling. They also have greater awareness of any legal compliance issues.

Real Results

Increase employee engagement by up to

25%

Decrease administrative costs by up to

40%

Reduce labor violations by up to

60%



By meeting employees where they're most comfortable, retailers can increase satisfaction and retention, reduce turnover and compete more effectively for scarce labor resources. With a more productive, satisfied workforce, retailers will also have happier customers and enjoy greater overall labor productivity.

Capability Details

One platform that meets every retailer – and associate – need

Blue Yonder Workforce Management is a single platform that provides retailers with advanced planning, budgeting and scheduling capabilities, improving their ability to react quickly and profitably to shifting everyday realities. Launching this platform in a mobile, cloud-native solution enables retailers to engage in two-way interactions, in real time, with their large workforce. As retailers identify demand peaks and scheduling gaps, they can communicate these opportunities to employees. In turn, associates can proactively schedule shifts, request time off and flexibly exchange shifts in a real-time swap marketplace.

Advanced workforce management capabilities, within easy reach

Blue Yonder has decades of experience, and established technology leadership, in retail workforce management. In its work with leading retailers around the world, Blue Yonder has supported just about every aspect of supply chain success, beginning with workforce management but extending to commerce systems, logistics solutions and planning software. Retailers can trust Blue Yonder to provide advanced, leading-edge solutions. With Workforce Management Mobile, retailers and their employees enjoy the best of both worlds: Advanced digital capabilities in a user-friendly, cloud-native, mobile format.

Optimized labor planning, for the short and long terms

For retail managers, Blue Yonder Workforce Management provides powerful modeling capabilities that allow them to create intelligent labor schedules. Using what-if analysis, budget constraints and demand forecasts as inputs, Workforce Management enables managers to arrive at an optimal labor plan, for both the short and long planning horizons. They can easily balance corporate needs with actual workforce capacity. Workforce Management Mobile takes this a step further by allowing associates to actively participate in the short- and long-term planning process. By communicating their availability, their skill sets and their shift preferences — in real time — employees become an active part of the solution when gaps and conflicts inevitably arise.

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Key Benefits

- Increased employee satisfaction and retention
- Lower management and scheduling costs
- Improved shopper service and loyalty
- Reduced absenteeism, for increased productivity
- Fewer scheduling gaps and compliance issues

Key Features

- A dedicated, user-friendly application that's easily installed on mobile devices
- Dynamic scheduling and rescheduling, on demand, 24-7
- A real-time view of available shifts, as well as gaps and conflicts
- Increased visibility for any labor compliance issues
- Easy to learn, easy to use — for both managers and employees
- A cloud delivery model, for fast responsiveness and seamless upgrades

Digital transformation is at your fingertips

To learn more, visit blueyonder.com



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