

Rockler Woodworking and Hardware Streamlines Corporate-to-Store Communication with Reflexis

BACKGROUND

The history of Rockler Woodworking and Hardware begins in 1954, when Norton Rockler started the Minnesota Woodworkers Supply Company in Minneapolis. Originally a mail-order business the company had a big aspiration – to become woodworkers’ go-to resource for everything they need to complete their projects. Rockler now operates over 30 stores across the United States.



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*-Lori Larsen, Director of Retail Operations,
Rockler Woodworking and Hardware*

COMPANY CHALLENGES

As the company grew, it realized it needed to improve its corporate-to-store communication and execution of its go-to-market strategy. The company had relied heavily on email and PDF documents to communicate tasks and projects such as promotions, product launches, seasonal campaigns, and more to stores.

This resulted in several challenges:

- Store managers spent too much time in the office sifting through emails, trying to determine what corporate wanted to be done.
- Corporate and regional management lacked visibility into which store teams had read and completed tasks and when.
- The company lacked a two-way feedback mechanism to identify opportunities for operational improvement.

“We had the same challenges as big box retailers,” says Lori Larsen, Director of Retail Operations for the company. “Using email to communicate to our stores was very tedious. A one-week packet of information was a page PDF at times. Each packet would have action item after action item buried on page 5, 6, 7, 8, and so on. Our teams had to hunt and peck for information, which is nothing but wasted time.”

SOLUTION

A Rockler executive who had seen the benefits of Reflexis Task Manager™ at his previous company recommended Rockler look into the store execution solution.

BENEFITS

Rockler implemented the cloud-based task management, store auditing, and mobility solutions, going from project kickoff to rollout in all stores in just three weeks. "Implementing Reflexis was probably one of the fastest and easiest implementations I've ever gone through," Larsen said. "The support team from Reflexis was amazing."

Larsen explains the immediate positive impacts Rockler saw post-implementation:

Streamlined corporate to store communication:

"Reflexis makes it easier for stores. They no longer have to look through 18 emails to find that one item. The search function is also a huge help for corporate and stores."

Improved planning and execution: "The solution gives us total control over how communications go out and are assigned. Being able to select where the communication is going and being more concise really helped us out. The number of emails sent for clarification sake has diminished."

Task completion visibility: "We now have total visibility as to when people are executing. That's something we never had prior to Reflexis. We now have accountability."

Continuous improvement: "We can also tell when we didn't give stores enough time to complete a task. We learn from that and adjust. Reflexis helps us support our stores in their role. Stores execute better to achieve their sales and customer experience goals."

Better reporting for regional managers: "Regional managers can now tell how fast and engaged stores are in task execution. It also gives regional managers visibility into opportunities to help with performance."

"Implementing Reflexis has taken our customer experience to the next level," Larsen concludes. "Consistency in execution of tasks leads to consistency in behavior on the floor. Store managers get out of the office and onto the sales floor where they can help, guide, and mentor."



SUMMARY

- Streamlined corporate-to-store communication across the organization
- Improved store execution and visibility into task completion rates
- Created more effective reporting for regional managers

REFLEXIS AT-A-GLANCE

Reflexis has helped over 275 global retailers, restaurants, banks, and hotels simplify operations, optimize labor spend, and improve work execution. The Reflexis ONE™ real-time work platform streamlines task and workforce management, improves visibility for managers, and empowers a superior customer experience.



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