

# Retailer's New Store Processes and Training Boost Profits and Efficiency

## Client Challenge

The client is a \$250 million exchange retailer that supports service members and their families through over 60 locations across the U.S. and online. The retailer's assortment includes apparel, hardlines, convenience items, uniforms, and home goods. Operating with a lean structure and limited documented processes, they aimed to improve store operations by implementing new store processes based on standardization and best practices. This initiative sought to enhance staff efficiency and role clarity, while fully leveraging current systems to unlock value and achieve growth objectives.

## Parker Avery Solution

Parker Avery collaborated closely with the client to review and assess current store processes and system capabilities, using the following approach:

- Conducted in-store visits and interactive training sessions to assess current processes
- Worked with store teams and cross-functional partners to identify key process challenges and inefficiencies
- Developed detailed standard operating procedures (SOPs) and stockroom standards, including a new labeling system
- Delivered comprehensive training sessions for teams in the highest-volume store in the fleet
- Established a robust train-the-trainer program to ensure consistent training across all locations

Specific processes redesigned, improved, and standardized included:

- In-store merchandise flow for better efficiency
- New stockroom standards to reduce container expenses and optimize storage efficiency
- New paperless processes for freight and cash handling
- Streamlined store transfers
- New receiving procedures

Once the new store processes are implemented, the retailer will eliminate outdated legacy processes, improve in-stock levels, reduce non-selling labor hours, and drive sales.

## RESULTS



REALLOCATED TO CUSTOMER-FACING ACTIVITIES\*



REDIRECTED TO VALUE-ADD TASKS\*



ACHIEVED UNPRECEDENTED RATING

\* Expected

Company leadership is deploying the new store processes across the entire chain. After full implementation, the client expects:

- Streamlined store transfers will reallocate over 6,200 hours annually to customer-facing activities.
- New receiving procedures will reallocate \$1.5-2 million in labor costs to value-added tasks.
- Improved operational efficiency will increase profitability and enhance customer satisfaction.

The training program received an unprecedented 4.6 out of 5 rating from store associates. Further, the financial benefits from the retailer's new store processes will increase proceeds to the Morale, Welfare, and Recreation (MWR) program in support of service members.