Retail Operations

Today, frontline store managers and associates rely on multiple solutions to manage their daily operations. The data is primarily stored at individual store levels creating data silos. Fragmented systems and processes hinder store workers' productivity significantly as they spend their valuable time trying to swivel chairs to resolve issues instead of focusing on serving customers.

Also, corporate-owned stores and franchises often operate in separate systems, creating data silos thus preventing headquarters from gaining a comprehensive view of activities and issues at each store level. This, along with high turnover rates and seasonal fluctuations in retail staffing, significantly increases the time and cost involved in managing store operations.

- For store workers, instead of submitting requests and promptly resuming their duties, they often resort to calling a support line, resulting in delays and poor customer service.

- Store workers often submit duplicate requests because they're unaware of their co-workers' previous requests, leading to workflow complications - wasting time, and resources, and incurring additional costs to support.

- HQ teams struggle to assign and monitor tasks directly for store workers. Additionally, they lack insights into store issues, broader trends, and patterns.

- Higher turnover rates among retail workers make it costly and challenging to incorporate them all into the system using existing traditional solutions.

Recognizing these challenges, we developed Retail Operations—**a product specifically designed for frontline retail staff.**

Retail Operations: Improve customer experience while reducing the cost to serve

With Retail Operations, retailers can streamline and automate processes within their stores, leading to improved customer experiences and reduced operational expenses.

Leveraging the unified ServiceNow platform, retailers eliminate the data silos that currently exist at both individual store levels and beyond. By providing visibility into every aspect of store operations, Retail Operations empowers the entire organization to achieve greater efficiency and allow store workers to spend more time serving customers, gain valuable insights, and drive broader transformation initiatives.

This solution extends the capabilities of Customer Service Management (CSM) and complements the basic functionalities of Field Service Management (FSM) within ServiceNow; connecting frontline store managers and associates, directly with central store support and other teams at headquarters.

Benefits

Increase productivity and same-store sales
Instead of having to spend time on operational tasks, associates can focus on selling to and supporting customers in the store.

Reduce field technician visits
All workers can see their store requests, which reduces duplicate work. Access to knowledge articles helps employees resolve issues quickly.
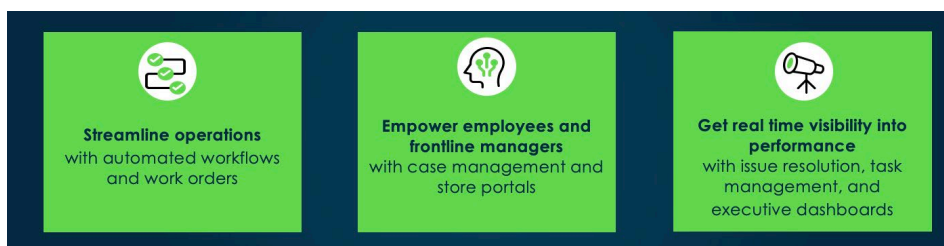
Reduce tasking hours and call center costs
Store workers can use self-service to get support. Requests are routed immediately to the right team.

Ensure compliance
Retail Ops gives HQ visibility into the store to make sure critical tasks like product recalls are completed.

Customer Case Study

With ServiceNow, Carrefour made significant improvements in repair times for stores. Expedited and focused repairs reduce disruptions for customers while boosting employee productivity through faster issue resolution, resulting in an improved overall store experience.

Streamline operations
with automated workflows and work orders

Empower employees and frontline managers
with case management and store portals

Get real time visibility into performance
with issue resolution, task management, and executive dashboards

Key features of Retail Operations

Streamline in-store task management

Optimize store operations through streamlined workflows, and integrate processes across departments for enhancing efficiency and unlocking improvements. Empower store staff with ad-hoc task delegation, ensuring accountability within the hierarchical structure, while reducing costs by enabling on-site issue resolution and optimizing field services.

- Automate tasks and provide transparency to all departments involved
- Combine regular store tasks with broader company directives
- Resolve incidents before broad impact and deflect calls
- Track and automate service for revenue-generating assets

Empower store teams with self-service tools and omnichannel support

Empower frontline staff with resources to identify, report, and resolve onsite issues efficiently while accessing contextual information about store locations and submitted requests. Streamline operations by automating case routing, minimizing staff time spent on seeking assistance and enhancing overall productivity.

- Provide tailored information so associates can confidently take action
- Accelerate time to value with the Service Catalog
- Centralize all store-related content in one place

Get real-time visibility into performance with issue resolution, task management, and executive dashboard

Provide executives with insight into the store's top issues and emerging trends for prioritized attention. Streamline operations by swiftly identifying, assigning, and monitoring tasks, ensuring consistent practices across owned and franchised locations, and enhancing the overall customer experience.
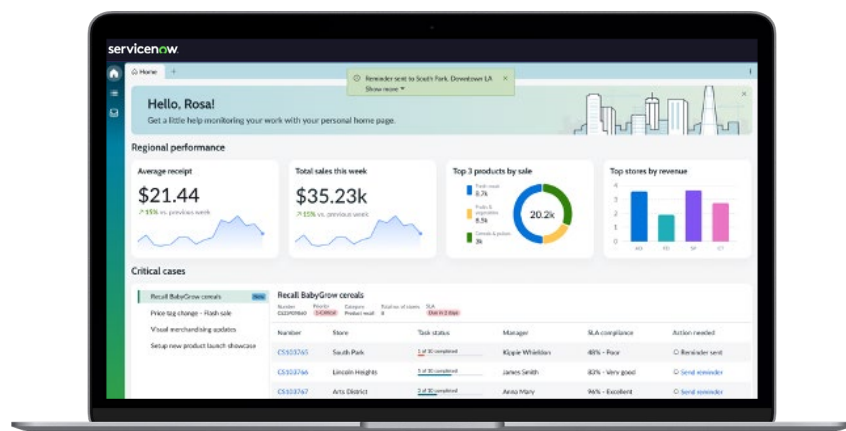
Streamline Store Operations
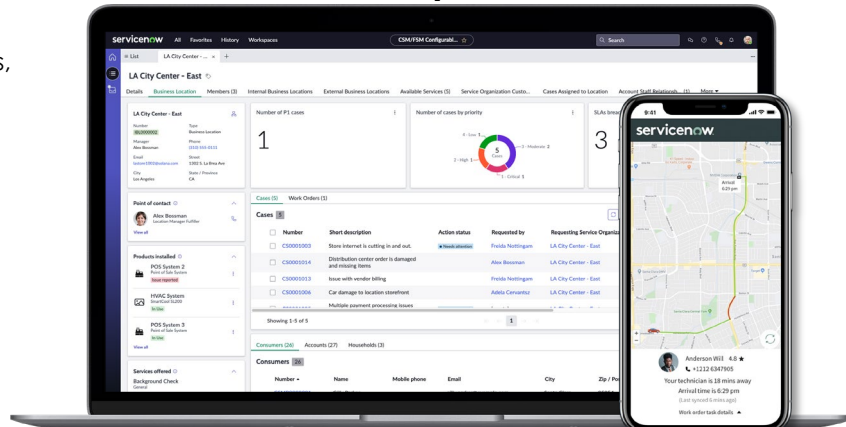
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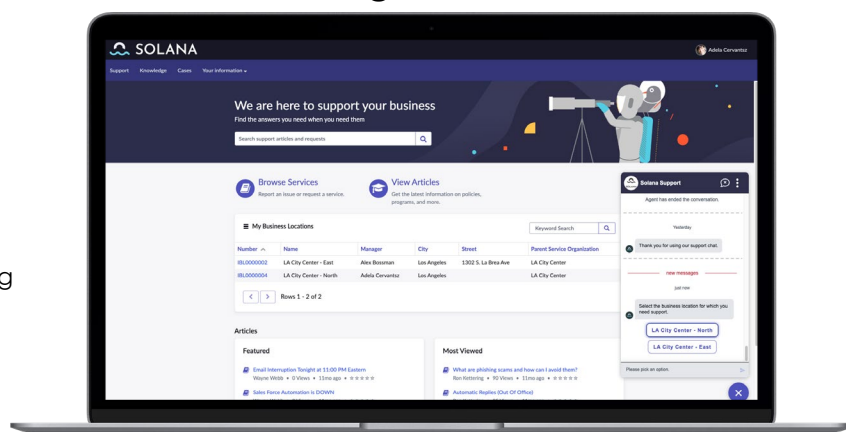
Prioritize and quickly resolve exceptions

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Retail Operations is an add-on to the CSM product. FSM in conjunction with Retail Operations & CSM can support stores with field service.

Retail Operations Capabilities

Retail Data Model:
Flexible model - owned and franchise sites with employee and customer relationships in a single framework.

Business Location 360:
Provide central agents and managers at-a-glance details for each retail site, including open cases, installed products, and points of contact.

Business Location Service Portal:
View, manage, and request support for business locations as well as access knowledge and communities.

Work Order Management:
Create, approve, or close work orders at each retail site.

Omnichannel Support:
Enable store workers to contact support teams through multiple channels such as text, chat, etc.

CSM Capabilities

Retail operations provides CSM capabilities to store associates. HQ users are still required to have their own CSM license

Case Management: Manage interactions and SLAs, model account relationships, and support outsourced services.

Configurable Workspace: Provide a single location for agents to process cases and tasks. Agents can view full context for a customer or site issue, including site details.

Service Portal: Deliver self-service experiences to your customers and employees with an easy-to-use portal framework.

Knowledge Management: Increase self-service rates and boost agent productivity with a contextual knowledge base.

Install Base: Track products and services that are installed at different sites.

Virtual Agent: Improve the customer self-service experience with conversational guidance using a chatbot.

Transform your retail store operations: achieve end-to-end connectivity, empower staff, and deliver exceptional customer experiences

Optimize processes for consistent support, improved site efficiency, and visibility across all stakeholders, from corporate HQ to franchise managers, while lowering operational costs.

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Product Capabilities Catalog

Major Issue Management: Enable communication for issues that impact a wider audience.

Outsourced Customer Service: Manage onboarding, work routing, and data access for outsourced providers.

Performance Analytics: Unlock insights to anticipate trends, prioritize resources, and improve services.

Playbooks for Customer Service: Manage case flows across teams by digitizing and automating service processes.

Predictive Intelligence: Use machine learning to route issues, recommend solutions, and identify trends.

Proactive Customer Service Ops: Monitor customer products and services to identify issues proactively and fix them quickly.

Service Organizations: Represent sites as service organizations to assign and track employees, customers, services, assets, cases, and more.

Self-service: Drive self-service from a portal integrated with knowledge, service catalogs, communities, and chatbots.

Service-catalog: Improve self-service by offering products and services through a modern, userfriendly storefront.

FSM Capabilities

Technicians and Dispatchers must be licensed for FSM to leverage the following capabilities

Asset Management for FSM: Keep track of parts and supplies, including the transfer of parts, consumption, adjustments, and more.

Contractor Management: Outsource your work order tasks by working with third-party contractor companies.

Dispatcher Workspace: Accelerate dispatcher productivity with enhanced KPIs and maps.

Dynamic Scheduling: Automatically route work to the best agent based on criteria or affinity with the case.

FSM Customer Service: Give associates timely updates about their reported issues.

Planned Maintenance: Schedule maintenance automatically based on time and usage to keep assets up and running.

To learn more about ServiceNow solutions for Retail – [Click here](#)

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