



## CASE STUDY

### National “Mini-Major” Retail Chain

How we helped a national Australian retail chain create a performance-driven culture to reduce waste and non-value-add activity in stores while maintaining excellence in store presentation and customer service – Improved store presentation with more consistent set-up, increased flexibility of workforce and reduced costs by 23%.

Annualized cost  
reduction  
**23%**

#### Overview

Client is a national Australian ‘mini-major’ multi-channel retail chain with an approximate annual turnover of \$600 million. They have been offering affordable merchandise in Australia for over fifty years and are part of an international retail group.

*Challenge:* Needed a way to ensure consistency and improve operational performance of stores to deliver maximum value.

#### Goals

- Add new capabilities to win, deliver and support value-added services
- Establish and maintain excellence in store presentation and customer service
- Drive efficiencies and reduce non-productive cost base
- Create a performance driven culture in which everything is measured and continually improved

## The Program

- Reviewed workloads including assessment of existing processes
- Collected historical data to establish baseline and build accurate forecasts for short and long-term planning
- Achieved daily automatic loading of completed activities from business systems into Enlighten Software™
- Changed recovery process to improve store look and feel
- Management training focused on proactive planning
- Highlighted and reduced waste and non-value added activities performed in stores

## Results

- Identified annualized cost reduction of 23%
- Realized annualized savings of 13%
- Increased sales by 4% overall from previous year
- Increased flexibility of workforce through shift in employment type
- Improved store presentation with a more consistent setup