



National Convenience Store Chain Transforms Operations and Employee Engagement with AI-Powered WFM

Results

- 92% weekly employee engagement: a competitive advantage for hiring
- 66% reduction in schedule creation time
- Dramatic savings on training: intuitive UI and easy-to-use app
- Automated schedule creation and delivery: saves managers and employees time and effort
- Critical staffing needs supported: retail stores, distribution centers, and support centers
- New-found flexibility: sharing workers across locations kept stores open during pandemic
- Fast rollout: 700+ locations in 6.5 months

A leading national petro-convenience store chain needed to quickly find a new workforce management solution for its 700+ locations and 11,000 employees. Its legacy vendor was phasing out the existing solution, which was outdated. It was clunky, cumbersome, and hard for the teams to use, and they needed a cheat sheet to figure out how to do things in the system.

Innovation Far Beyond “The Best Old Solution Out There”

Leaders from IT, Operations, and Payroll came together to evaluate various alternatives that could meet the needs of their retail operations, distribution centers, and support centers. According to the Executive Director of Information Systems, the team narrowed the field down to “the best of the old solutions out there.” But then they got a lucky break. Leaders from Workday and Gartner suggested that the company look at an innovative startup, Legion, and its AI-Powered Workforce Management platform.

Easy-to-Use Innovation – Like Nothing They Had Ever Seen

Immediately, the cross-functional team was impressed. “Legion is way different from anything we’ve seen,” said the Executive Director of Information Systems. “We loved the UI, the functions and feature set, the easy-to-use mobile app, and the product roadmap.” It was an easy decision to select Legion. The team didn’t want “the best old solution” anymore; they wanted a modern solution built for the cloud with powerful AI.

Training and Onboarding – Real ROI in the Face of 100% Turnover

Enabled by Legion’s modern deployment and training strategy, this petro-convenience store chain completed the full rollout of all 700+ locations in just 6.5 months, despite complications with the Covid-19 pandemic. Plus, the intuitive UI and modern app made training easy. Like many hourly-worker employers, this chain faced 100% turnover every year. The legacy software had required extensive training for managers and employees. “With Legion, we were able to give them the app and say Go!” explained the Executive Director of Information Systems. “Being able to do that led to real ROI.”

Increasing Manager Productivity

Before choosing Legion, it took managers 45 minutes to create schedules. With Legion WFM, managers were able to reduce scheduling time by 66%. And compliance management was built in. “Every organization has their own definition of what compliance is and what those rules are, such as ‘I only want to use 10 percent of overtime’ or something like that. Legion allows us to lock in all those rules within the system, which constantly keeps us in compliance.” said Executive Director of Information Systems.

“Having Legion shows that we take care of our employees by **providing them tools that will make them successful** in the workplace.”

– Executive Director of Information Systems
National Petro-Convenience Store Chain

Schedule Empowerment and Improved Employee Communication

Before using Legion WFM, employees had to call their manager at the store to get their schedule. Often, their manager was busy and couldn't talk to them. Other times, the schedule hadn't been published yet. It was an inefficient process that wasted employees' time and led to frustration.

And the company lacked direct communication with its hourly employees. “There was no way to say, ‘There's a hurricane or there's a big ice storm in Texas. These 10 stores are closed.’ Employees just had to hope we would call them if something like that came up, which didn't always happen. Legion solves this issue because it gives us a communication model and allows us to reach our hourly workers instantly.”

“We ask hourly workers to do so much; the more we can streamline their processes, the better it is for them,” said the Executive Director of Information Systems. “Legion is a competitive advantage for us in attracting workers. Everyone uses the app, and they want even more features, which is a sign that you have a great product.” More than 92% of employees use the mobile app every week. With it, they can view their schedules, request time off, swap shifts, claim open shifts, and update their work preferences – as often as they like.

New-Found Flexibility – Sharing Workers Across Locations

The global pandemic upended business operations for this 24-7 retailer. Turnover was already high, and then employees were testing positive for Covid-19 or calling out because they had to quarantine. Legion WFM made it easy to float employees across stores to fill critical gaps in the schedule and keep stores open. “We felt like we were putting people in harm's way, asking them to come into work at the peak of the crisis,” said the Executive Director of Information Systems. So, the chain decided to provide hazard pay to their hourly workers. Legion WFM automatically calculated the premiums and enabled the chain to maintain staffing at a better level than otherwise possible.

“There’s not an employee that’s not in love with Legion, and especially the app because [employees] didn’t have that visibility and ability to start seeing what other shifts are available themselves instead of asking a manager before.”

– Executive Director of Information Systems
National Petro-Convenience Store Chain

Attracting and Retaining Hourly Employees

The Legion platform is a recruitment asset and provides an advantage when looking to hire potential hourly employees. “We say ‘With the Legion app, you’ll be able to set your prep work preferences, you’ll be able to decide not only if you want to work in this building, but if you want to work in other buildings locally, and if you have the time, you can pick up hours in those locations as well.’ This is a huge selling point, because they can now make more money and become more entrenched in the organization by impacting more locations, which may allow them to move up over time. Having Legion shows that we take care of our employees by providing them tools that will make them successful in the workplace.”

The Road Ahead

Anytime a company rolls out a new solution, managers and employees might resist the change because they prefer the old system. “We had exceptionally high acceptance rates of Legion WFM from our managers,” said the Executive Director of Information Systems. And he shared that no employees expressed “a wish to get the old system back.”

This petro-convenience store chain uses Legion WFM across its stores, distribution centers, and support centers. The team “really loves what they got with Legion WFM,” said the Executive Director of Information Systems. “Working with the Legion Engineering crew has been really good; I love our partnership.” And it’s just the beginning of more great things to come.

About Legion

Legion Technologies delivers the industry’s most innovative workforce management platform. It enables businesses to maximize labor efficiency and employee engagement simultaneously. The Legion WFM platform is intelligent, automated, and employee-centric. It’s proven to deliver 13x ROI through schedule optimization, reduced attrition, increased productivity, and increased operational efficiency. Legion delivers cutting-edge technology in an easy-to-use platform and mobile app that employees love. For more information, visit <https://legion.co> and follow us on [LinkedIn](#).

