

SMCP's New Superpower – AI-Based Scheduling using Legion WFM

SMCP

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Before Legion WFM

- Time-consuming and frustrating manual scheduling
- Inefficient employee communication
- Cumbersome process to fill open shifts and swap shifts
- Challenges managing compliance and creating equitable schedules
- Lack of visibility into peak periods and staffing needs

After Legion

- AI-optimized scheduling matches business needs and employee preferences
- Greater employee engagement with the mobile app means more visibility and control at their fingertips
- Full visibility of schedules and compliance

Results

- 50% reduction in time spent on scheduling – 7 hours/month to 3
- 22% increase in manager contribution to sales – more time for selling and training
- Improved visibility and control for employees – 100% adoption of Legion WFM mobile app
- No compliance violations

INDUSTRY: RETAIL | LOCATIONS: 1,600 POINTS OF SALE ACROSS 41 COUNTRIES

“Legion WFM AI-based scheduling is a superpower because it does what a person isn’t meant to do or can’t do.”

Traci Rubin

Director of Human Resources
SMCP, North America

Traci Rubin is the Director of HR at SMCP North America, and she’s passionately committed to bringing people and the business closer together while destigmatizing HR in the process.

SMCP is a leader in the global ready-to-wear and accessories market with more than 100 locations and 500 hourly employees in the United States and Canada.

Before Legion WFM – 7 Hours per Month Wasted

Traci is a firm believer that scheduling is the foundation of everything: efficiency, productivity, and employee engagement. When she arrived at SMCP, the managers were using the HR system and a lot of manual effort to create schedules. The HR system wasn’t intuitive and was essentially a glorified online spreadsheet. It couldn’t account for all of the things an AI-based system like Legion WFM does. It couldn’t analyze sales data, transactions, traffic, historical data, or compliance requirements. On average, managers spent seven hours per month creating and maintaining schedules. Paper schedules were posted in stores or emailed individually to employees, which was inefficient and not suited to operating during COVID. It was also a challenge to ensure compliance with strict labor laws and to create equitable schedules.

Inefficient Manual Processes Hurt Productivity and Engagement

Manual schedule creation had a negative impact on employee satisfaction and the bottom line. Manual processes made it difficult for managers to build the best business strategy. They had little visibility into peak days and times, which made it difficult to optimize their staffing. Compliance mandates were a challenge, especially in California and New York stores. And employee satisfaction was impacted. Managers found it difficult to balance employee availability and work preferences with business needs and compliance requirements.

AI-Powered Workforce Management

Traci and her team turned to AI-powered WFM for three primary reasons:

1. Increase productivity and reduce administrative work for managers
2. Increase profitability by optimizing labor and giving managers more time to sell
3. Ensure compliance with labor laws and regulations

AI-Based Scheduling Brings People and the Business Together

Beyond efficiency and profitability, AI has the power to bring people and the business together. Traci views AI-based scheduling as a relationship coach; it helps create a common language between employees and business leaders, so they can each communicate their needs. Employees want to work the maximum hours within their availability. Managers want everyone to have open availability and to create a schedule that is compliant and on budget. AI makes it possible to match employee preferences and the business's needs. Traci says it inherently drives better engagement because the more time an employee's preferences are matched, the happier they are.

Increase Efficiency by Taking the Guesswork Out of Scheduling

AI-powered WFM takes the guesswork out of scheduling, according to Traci. In order for managers to create a compliant schedule, they need to consider sales, operational hours, compliance requirements, healthy worker protocols, capacity restrictions, and availability. It's too much to compute. AI-optimized scheduling is a superpower because it does what a person is not meant to do or can't do, says Traci.

Legion WFM AI-optimized scheduling has reduced the amount of time managers spend on creating and maintaining schedules by 50% – from seven hours per month to three. Managers create optimized schedules with the click of a button, and they can quickly and easily offer shifts to employees and approve shift swaps from their mobile phones.

Productivity Gains – 22% Increase in Manager Sales

Saving managers four hours per month has had a direct impact on the bottom line for the business. Managers have more time to strategize, sell, and train their employees. SMCP saw a 22% increase in sales from their managers after deploying Legion WFM. Managers had more time, and they had better visibility into peak days and hours, so they could staff their top performers during those peak periods.

Reduced Risk of Manager Attrition

SMCP managers are a talented group, and other retailers would be happy to recruit them. By choosing Legion WFM, SMCP reduced the risk of attrition by giving its managers a powerful solution that improves their efficiency and productivity. And it enables them to focus on growing their business, which is also more lucrative for them.

“Legion AI-powered WFM brings employees and business leaders together by automatically matching employee preferences with the business’s needs. Managers have cut the time they spend on scheduling in half.”



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Director of Human Resources
SMCP, North America

Improved Employee Engagement and Schedule Ownership

Using the Legion WFM mobile app, employees have increased visibility and control over their schedules – all at their fingertips. All SMCP hourly employees have adopted the optional mobile app because they can view their schedule, add it to their calendar, and swap shifts with a few taps. Traci says the rate of missed and late shifts is down because of the additional visibility and better match of work preferences and schedules. Employees get regular updates about when the business needs them, and fewer missed shifts means more money in the employees’ pockets.

Legion WFM mobile app has also enabled more schedule ownership. Employees can easily offer, view, and claim open shifts. This additional control has a direct impact on employee engagement. Managers can quickly approve shift swaps without worrying about compliance violations. Legion WFM automatically handles the compliance requirements, so managers only offer open shifts to eligible employees.

Navigating COVID-19

According to Traci, it would have been extremely difficult to navigate COVID-19 staffing without Legion WFM. SMCP has locations in hard-hit areas, including New York City and Los Angeles. Legion WFM made it easier to manage absences because teams could view open shifts, claim them, and approve the swap quickly.

Legion WFM data helped SMCP strategize and avoid store closures. The company used demand forecast data and open shifts to determine how many workers they needed to bring back to work and hire. They adjusted their labor models to account for new cleaning requirements and capacity restrictions automatically. With this additional visibility, SMCP decided to add two new support roles for open shifts based on store needs.

The Bottom Line

Legion WFM saves time and improves the efficiency of the SMCP team while increasing productivity and employee engagement. And better engagement leads to happier employees and greater brand loyalty.