

## Workday for Retail

The challenges facing today's retail organisations are by no means small. Competition is increasing, margins are tightening, and consumer expectations are changing. To stay competitive, retailers need to be able to hire and develop engaged employees who deliver superior customer service. They also need to adapt quickly and strategically to change, and connect workforce decisions to financial insights. Unfortunately, many retailers struggle with costly and inefficient systems that make it difficult to achieve those objectives.

Workday combines HR, payroll, finance, planning, and analytics in a single cloud-based, global, mobile-ready system to help retailers focus resources on driving growth and profitability.

### Support growth and change

Maybe you're expanding your sales channels, opening new locations, or reorganising. Perhaps you're managing shifts in the regulatory environment or trying to meet the needs of the millennial workforce. Workday can help you through periods of growth and change with its unparalleled agility and adaptability.

Workday provides a single technology architecture that can adapt to changes in your organisational structures, policies, locations, business units, workforce, and other areas. And it is all done through configuration, not costly customisations that require long lead times and IT support or third-party consulting services.

The Workday business process framework can be easily configured to meet a wide range of unique needs and requirements. Apply business processes and rules differently as appropriate for hourly workers, contractors, managers, and corporate executives, or for your union versus non-union employees.

With Workday, you have full visibility into your talent across the entire organisation – from corporate headquarters to store locations.

**“The reason that we picked Workday is because it was the company that most aligned with our values.”**

Dean Carter  
Head of Shared Services, Patagonia

### Workday applications

#### Human capital management

- Human Resource Management
- People Analytics
- Audit and Internal Controls
- Workforce Planning
- Recruiting
- Talent Management
- Learning
- Compensation
- Benefits
- Payroll Management
- Time and Absence

#### Financial management

- Reporting and analytics
- Financial Planning
- Expenses
- Procurement
- Projects

#### Financial Performance Management

- Budgeting, planning and forecasting
- Consolidation and close
- Reporting and analytics

#### Prism Analytics

## Engage employees to deliver outstanding customer service

Providing a differentiated shopping experience is key to your success. And because front-line employees and managers have the most impact on customer satisfaction, it's essential that you hire the right people, onboard efficiently, address problems quickly, and nurture top performers.

Workday supports the full hire-to-retire life cycle of your workforce. Recruit, onboard, develop, and retain the best talent - from part-time and hourly workers to store managers and corporate professionals - with native mobile functionality.

Workforce data and processes from the corporate office and stores are handled in one system with Workday. You get a single source of record for identifying skills and strengths, reallocating resources, monitoring morale, giving anytime feedback, assessing retention risk, and more. This helps cultivate a culture of career development and opportunity, reducing turnover and its associated costs.

**“Workday is an HR cloud leader that provides an innovative, customer-focused HCM system that will support Amazon as we continue to hire employees around the world.”**

Beth Galetti  
Vice President, HR, Amazon

There's a better way to reach employees than break-room signage, emails to personal accounts, and manager word of mouth. Yet, retailers often rely on these inefficient methods to push procedural, operational, and social communications to specific individuals or groups. With built-in notifications and alerts, Workday makes it easier to reach and engage employees on the device of their choice, eliminating the risk associated with missed communications.

## Achieve productivity and cost savings

With the acceleration of omni-channel selling and shift of consumer expectations, many retailers are looking for ways to reduce costs without sacrificing customer satisfaction. Native mobility, built-in business processes, self-service functionality, and a consumer-grade user experience are essential to boosting productivity while containing costs.

Workday uses configurable workflows and automation to eliminate manual processes, which ensures compliance, accuracy, and standardisation. This also frees employees and managers to spend more time serving customers and improving operations.

Workday makes it easier to analyse costs and productivity. You'll gain a clear understanding of the costs and capabilities of your workforce across geographies, locations, business units, and job roles. Workday enables you to manage your contract workers in the same system as your full-time employees, providing rich insight for cost-benefit analysis.

Continuously source and track employee candidates, including those you rehire seasonally. When those candidates progress to the offer, hire, or rehire stage, they're automatically transferred to a regular job requisition to complete the remainder of the application process. This ensures a single, consistent employee record, minimises the work effort related to rehiring, and makes it easier to staff seasonal, high-volume, and hard-to-fill positions.

## Control processes, minimise risk, and ensure compliance

The physical separation of the corporate office and individual store locations – and the different roles assigned to each – increases the chance for errors and inconsistencies in data and processes. This risk is compounded by complex compliance requirements and the high turnover of hourly workers.

Workday is a single system-of-record for information and processes related to compensation, overtime, absence, training, background checks, and more.

Automate hiring, onboarding, payroll, performance assessment, and termination across the entire organisation – including differences for unionised and workers' council environments – to eliminate inconsistencies at the store level.

With Workday, all business processes are configurable and fully automated to follow an unbreakable approval chain or orchestrated set of activities or steps. And you'll be instantly notified of actions at risk of falling outside the process. You can give security permissions to employees based on their role, and assign and monitor the completion of procedural and compliance training to individuals or groups.

Every transaction in Workday is tracked down to the field level. No other product has this level of security, audit, automation, and reporting in a single system.

## A single view of workforce, financial, and operational data

Workday provides the information you need to more effectively support your business. It combines HR and operational information with key metrics, survey results, benchmarking, and other external data to deliver key insights that drive more-informed decisions. The single view of data – delivered through dashboards, scorecards, and reports – helps you analyse retention risk, payroll costs, head count, performance, and other critical business areas.

With Workday, you can collaborate securely on plans, budgets, and forecasts across the entire organisation using worksheets that are similar in design and navigation to the spreadsheet tools you use today.

With Workday Financial Performance Management (FPM), you can also get insight into finance and accounting information. Workday FPM combines planning, budgeting, consolidations, reporting, and analytics using third-party accounting data pulled into Workday through an enterprise integration. When combined with HR and payroll data, this information enables you to deliver more-complete profit and loss reporting that shows financial metrics, KPIs, and progress against targets, alongside workforce and operational data.

**“For associates, it’s about getting the right data in the hands of the right people at the right time, to help make better decisions, advance their own careers, develop their teams, and move us closer towards our broader business goals.”**

– Ryan Festerling, EVP of Human Resources, Kohl's

Workday is invested in creating and evolving business applications to help retail organisations run more effectively. With an innovative foundation and a cloud delivery model, Workday grows and adapts with your organisation over time so you can succeed in the future, regardless of what comes next.



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