



Retail gets in sync on **wooqer**



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Daily Store Opening Checklist



2

VM planogram review/Audit



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Store Audit



4

Store Communication/Engagement



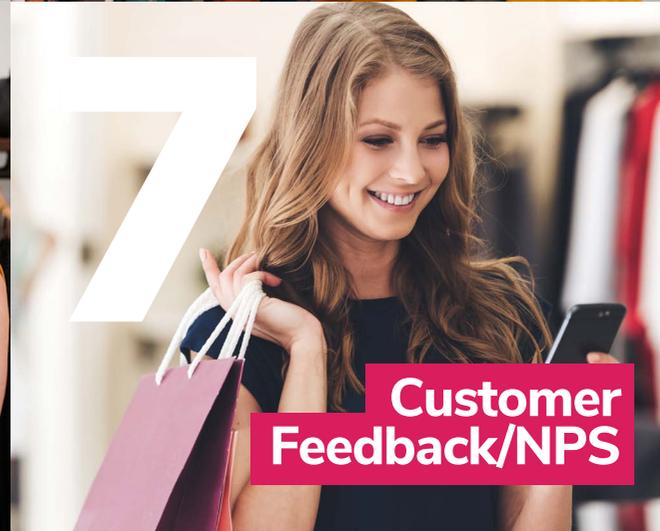
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Training & Assessment



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Sales Reporting with KPI Tracker



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Customer Feedback/NPS



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New Product Launch



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Lost Sales Tracker

9500 active processes created by 150,000 daily users over 40,000 stores

Retail gets in sync on **wooqer**

1

A woman with dark hair tied back, wearing a white patterned blouse, is smiling while talking on a grey smartphone. She is standing behind a green metal counter, typing on a silver laptop. The background shows a clothing store with racks of clothes and shelves. A large white number '1' is overlaid on the left side of the image.

Daily Store Opening Checklist

Daily store opening checklist

A mobile enabled daily checklist with reminders for the store manager to ensure that the store is fully equipped to handle customers.

Sample process flow. Create your own.



1 Store Managers receive daily reminders at a pre-defined time



2 They walk through the store and update checklist through tablet/mobile or PC, attaching pictures where asked



3 Leaders get real-time visibility into customer readiness status across store and pre-collated data to enable analysis and insights

Benefits

Drive compliance

From no visibility to real-time visibility with 95% + stores doing store walk every morning

95%
Compliance

Store issue resolution

From 6 days average to 1.5 days average

3X
Faster

Implement SOPs

30 minutes less in back offices with more time on shop floor

10%
More time on floor

Salient features

- Mobile enabled for shop floor productivity
- Date/time stamped photos for authenticity
- Realtime reports for visibility & tracking



Sample processes you could build on **wooqer**

Opening Checklist

1) Opening Checklist

1.1) Ensure parking lot is swept and litter has been picked up	<input type="radio"/> Yes	<input type="radio"/> No
1.2) Unlock restaurant	<input type="radio"/> Yes	<input type="radio"/> No
1.3) Disable alarm, if applicable	<input type="radio"/> Yes	<input type="radio"/> No
1.4) Check messages on voicemail	<input type="radio"/> Yes	<input type="radio"/> No
1.5) Turn on all kitchen equipment and ensure in working order	<input type="radio"/> Yes	<input type="radio"/> No
1.6) Turn on TV and/or music	<input type="radio"/> Yes	<input type="radio"/> No
1.7) Check restrooms for cleanliness and supplies	<input type="radio"/> Yes	<input type="radio"/> No
1.8) Ensure thermostat is set to 70 degrees	<input type="radio"/> Yes	<input type="radio"/> No
1.9) Ensure that sufficient employees are on hand to perform the necessary tasks	<input type="radio"/> Yes	<input type="radio"/> No
1.10) Assign employees to each work area, cleaning project, etc	<input type="radio"/> Yes	<input type="radio"/> No
1.11) Hold a brief AM staff meeting. Explain assignments to employees. This should be a short 10-15 minutes meeting to ensure everyone is on the same page for the day	<input type="radio"/> Yes	<input type="radio"/> No
1.12) Verbally confirm that each employee knows his or her assignment for the day	<input type="radio"/> Yes	<input type="radio"/> No
1.13) Briefly cover any issues needing immediate attention, specials for the day, etc	<input type="radio"/> Yes	<input type="radio"/> No

Process Name: Restaurant Opening checklist

Tasks	2015				2016	
	Q1	Q2	Q3	Q4	Q1	Q2
General						
Ensure parking lot is swept and litter has been picked up	●	●	●	●	●	●
Unlock restaurant	●	●	●	●	●	●
Disable alarm, if applicable	●	●	●	●	●	●
Check messages on voicemail	●	●	●	●	●	●
Turn on all Kitchen equipment and ensure in working order	●	●	●	●	●	●
Turn on TV and/or music	●	●	●	●	●	●

Process Name: Food Safety Audit

Stores			2015				2016	
			Q1	Q2	Q3	Q4	Q1	Q2
Haryana	Gurgaon	Sample Restaurant ... Sohna Road	-	-	-	-	39.00	39.00
Karnataka	Bengaluru	Sample Restaurant ... Koramangala	-	-	-	39.00	40.00	39.00
Maharashtra	Mumbai	Sample Restaurant ... BKC	-	-	-	-	-	-



VM planogram review/Audit

VM planogram review/Audit

A mobile enabled VM review process that enables stores to submit pictures, VM managers to review and a scorecard to be automatically generated.

Sample process flow. Create your own.



1 VM guides distributed to key stakeholders. Stakeholders implement and submit confirmation/visual proof through app



2 Reviewers review the submitted pictures and rate against checklist



3 Scorecard is automatically generated and rating published back to store for review and action confirmation



4 Store confirms receipt of rating and submits pics with corrective action if asked

Benefits

Launch guidelines

No more printing, couriating or transferring over insecure freeware

100% Coverage

Track implementation

Case 1: from 3 days to 1 day.
Case 2: From 2 weeks to 5 days

60% Faster

Drive compliance

Average increase in VM ratings/score of 20% observed, within an year

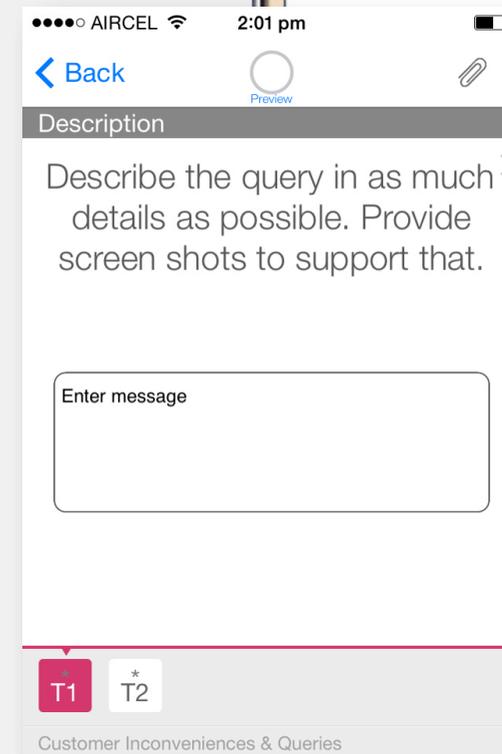
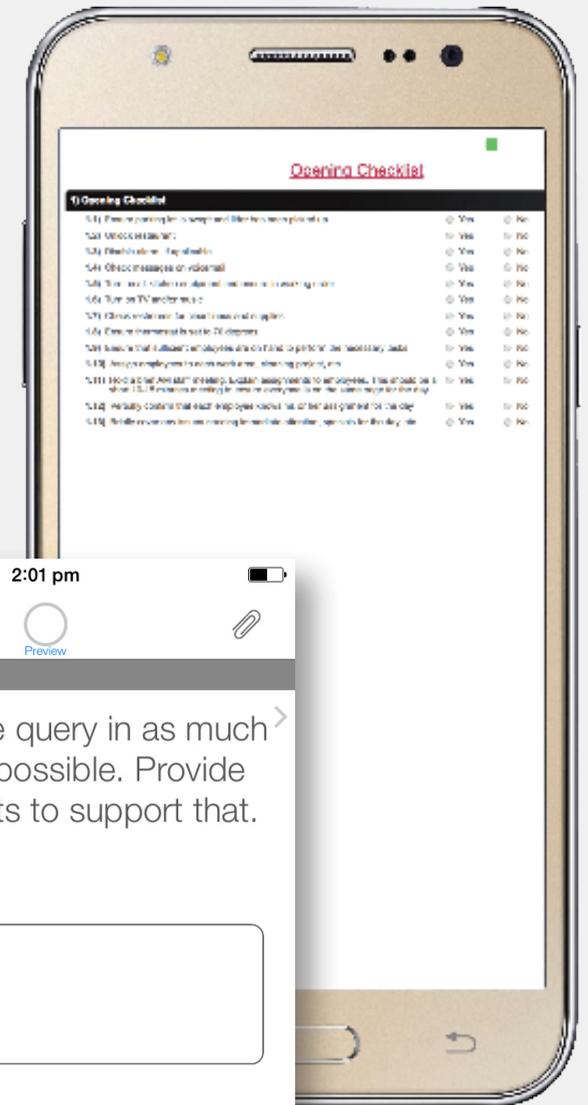
20% Score

Salient features

- Mobile enabled for shop floor productivity
- Date/time stamped photos for authenticity
- Scorecard & Reports for accountability



Sample processes you could build on **wooqer**





3

Store Audit

Store audit

A mobile enabled checklist that auditors can update with evidence of issues. Store managers can review observations, commit action and allow auditors to track closure on action points.

Sample process flow. Create your own.



Auditors update audit checklist directly from mobile or PC



Store Managers review audit report, see identified gaps and update action plan



Audit scorecard with underlying evidences is automatically available to all with status of all underlying tasks

Benefits

Compliance & visibility

From no visibility into visits to real-time visibility with 90% + store visits happening as per plan

95%
Compliance

Identify & resolve gaps

From no tracking to 85% tasks closed within SLA without follow up

85%
Closure rate

Identify & share best practices

2X
More

Salient features

- Mobile enabled for shop floor productivity
- Date/time stamped photos for authenticity
- Realtime reports for visibility & tracking



Sample processes you could build on **wooqer**

Stock Audit

1) Product Category 1

- 1.1) YTD Exception (Last Audit)
- 1.2) Opening stock for the quarter
- 1.3) Inward receipts
- 1.4) Sales during the quarter
- 1.5) Transfers out during quarter
- 1.6) Closing stock (physical count)
- 1.7) Closing stock (System)
- 1.8) Closing stock (auto-calculated)
- 1.9) Exception (against system)
- 1.10) YTD Exception
- 1.11) Exception (against auto-calculated)

Health & Safety audit

1) Fire Safety

- 1.1) Is hand held fire extinguishing appliances available at the store? Yes No
- 1.2) Does the store /Mall have valid fire inspection certificates issued by local Fire service Authority? Yes No
- 1.3) Does the store have details of emergency contact numbers of Police, Fire Brigade, Hospital Yes No
- 1.4) Are adequate emergency lights installed at each floor of the store? Yes No
- 1.5) Is alternate exit provided in each floor and all exits is marked with self illuminating sign identifications yes No
- 1.6) Is the main door of transparent glass panel with sticker or narrow strip of opaque /translucent film strip across it? Yes No
- 1.7) Are adequate first aid kits located at each floor and marked with signs? Yes No

Process Name: Food Safety Audit

Stores			2015				2016	
			Q1	Q2	Q3	Q4	Q1	Q2
Haryana	Gurgaon	Sample Restaurant ... Sohna Road	-	-	-	-	39.00	39.00
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Maharashtra	Mumbai	Sample Restaurant ... BKC	-	-	-	-	-	-

4

Store
Communication/
Engagement

Store communication/Engagement

Mobile enabled communications to engage store teams on an ongoing basis even in absence of an e-mail ID.

Sample process flow. Create your own.



Townhall



Contests



Talk (One on one/ Group chat)



Event Broadcasts & Celebration pics/videos



Senior management videos



Employee satisfaction + survey

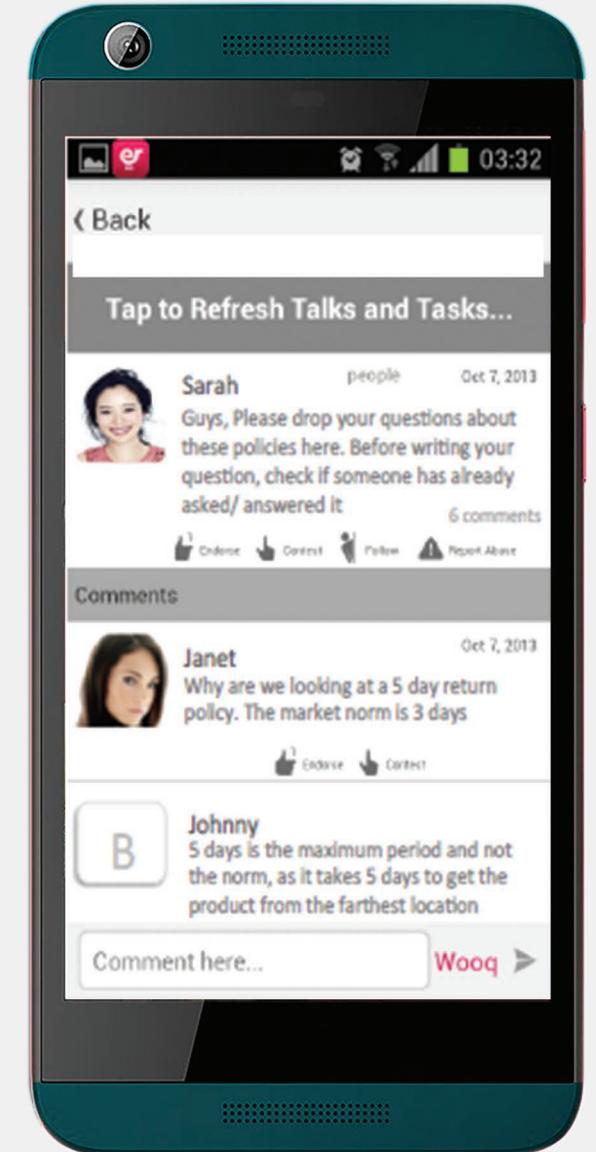
Benefits

Staff communication From covering few people less often to covering 100% employees always	10X Coverage
Employee satisfaction feedback/surveys 30 -50% drop in attrition reported	30% Attrition
Launch new initiatives Higher participation with lesser effort	50% Participation

Salient features

- Mobile enabled for anywhere anytime access
- Audio visual content for effectiveness
- Customizable forms and surveys
- Social enabled two-way communications

Sample processes you could build on **wooqer**





ES

Training & Assessment

Training & Assessment

Deliver rich audio-visual trainings over the web or mobile and track consumption/understanding. Follow up with an assessment to certify.

Sample process flow. Create your own.



Training manager or subject matter expert creates video and ppt/pdf, adds questions and uploads on Wooqer



Training Manager drops files into learning modules and assigns to relevant staff members



Target audience gets notified by mail. SMS/mobile notifications and reviews content from web/mobile



Program owner can track multiple program/progress metrics



Participants take assessment and get certified

Benefits

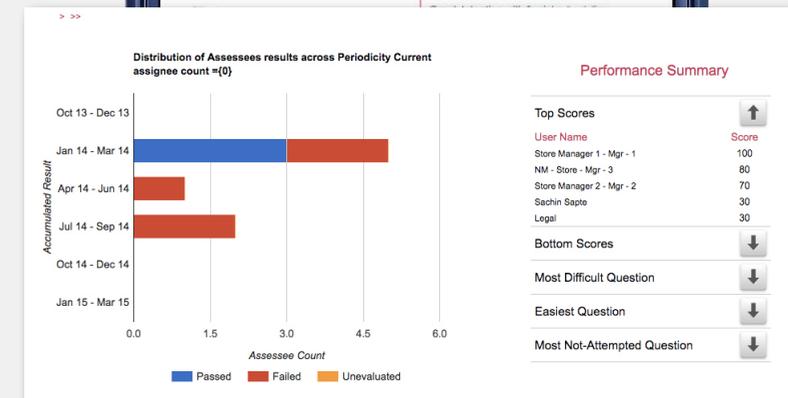
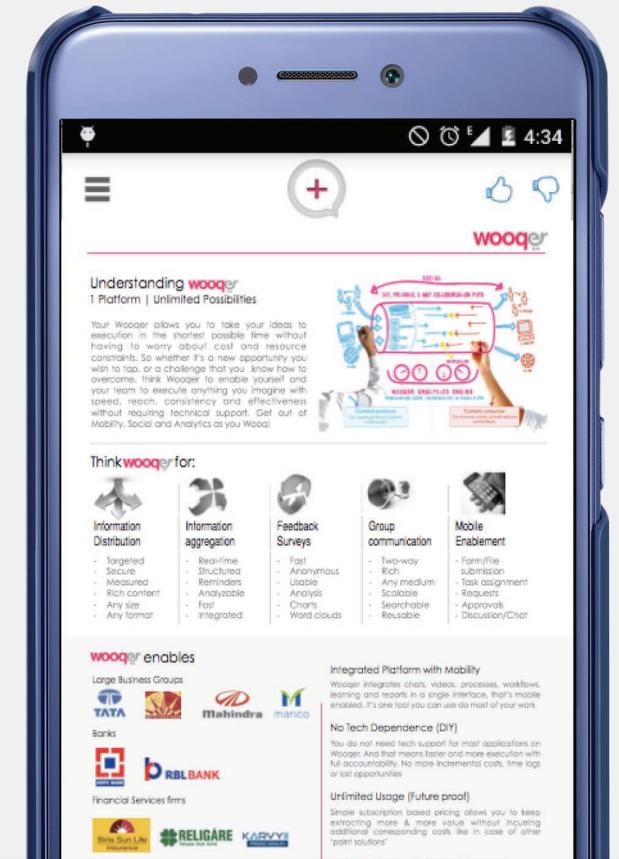
New employee induction From once a month/quarter induction to Induction immediately upon joining	4X Faster
On the job training From once a month/quarter induction to Induction immediately upon joining	9X Coverage
Knowledge assessments From once an year to once a month/quarter	5X Frequency

Salient features

- Mobile enabled for anywhere access for all
- Audio-visual content enhances effectiveness
- Reports measure effectiveness



Sample processes you could build on **wooqer**



6

A woman with blonde hair in a braid, wearing glasses and a yellow sleeveless top, is standing in a clothing store. She is holding a tablet in her left hand and looking at it while her right hand is near a rack of clothes. The background shows more clothing racks and a mannequin wearing a camouflage shirt.

Sales Reporting with KPI Tracker

Sales reporting with KPI tracker

A mobile enabled report tracking sales target vs actuals, along with underlying retail metrics

Sample process flow. Create your own.



Bulk upload of targets



Sales numbers reported by store, uploaded through a bulk upload (integration possible)



Achievement percentage and retail metrics get auto-calculated at time of data submission



Real-time reports available on mobile with ability to see like to like, YTD, MTD etc

Benefits

Targets assignment & visibility

From 10 days to 1 day to communicate targets (bottoms up or top down)

90%
Faster

Target vs actual reporting

No manual submissions / No manual report extraction / report generation

80%
Less effort

Performance tracking

From once a month or once a week to daily

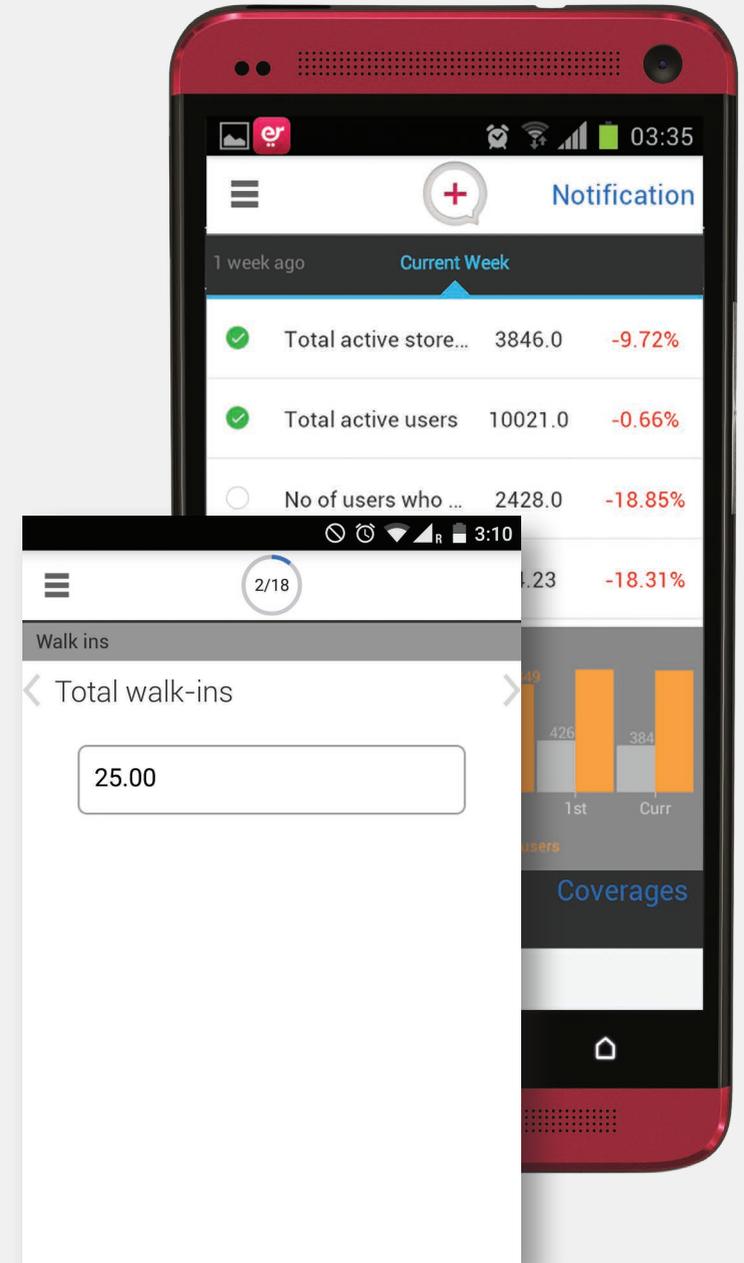
6X
Frequency

Salient features

- Mobile enabled for anywhere access & action
- Automated YTD, MTD, WTD, LTL analytics reduce effort
- Easy & quick data transfer with APIs/excel uploads



Sample processes you could build on **wooqer**



7

Customer
Feedback/NPS

Customer feedback/NPS

Capture customer feedback by using a QR code led or e-mail driven customer feedback form

Sample process flow. Create your own.



1 Setup customer feedback form



2 Create QR code



3 Display QR code at stores



4 Customers scan QR code and give feedback



5 Get NPS scores/feedback for all stores

Benefits

Feedback Capture without infrastructure

Enable QR Code based feedback without needing hardware at store

NIL
Hardware cost

Real-time response (Reduce loss of sale)

5% increase in ATV on return visits with timely feedback redressal

20%
Return visits

Engage all Customers

100% stores covered from Day1. No budget constrained phasing out

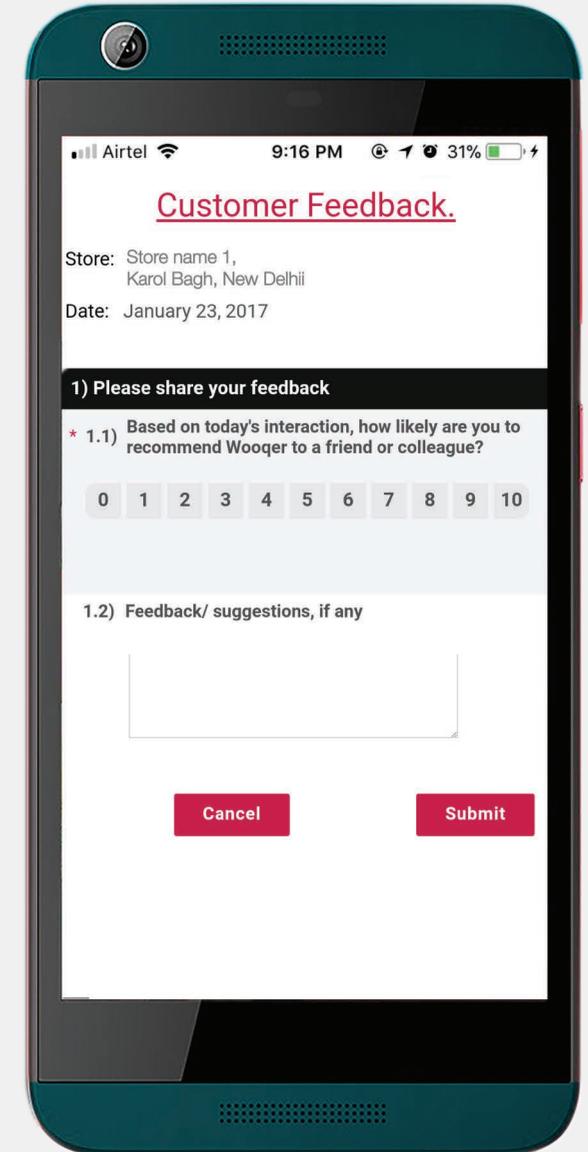
100%
Coverage

Salient features

- QR code & mobile enabled, zero infrastructure costs
- Milestone based escalations for responsiveness
- NPS scorecard builds accountability



Sample processes you could build on **wooqer**





**New Product
Launch**

New product launch

A cross-functional collaboration process to ensure that new product launches happen in time with all staff at store equipped to sell.

Sample process flow. Create your own.



Product docket released to all with questions to assess understanding



Launch checklist released to stores to report readiness (Training, material receipt, VM/Marketing collateral setup)



Stores send back status with pics



New product launch lead gets real-time report with readiness status across stores. This is a representative flow and can be easily modified

Benefits

Product Launch

From layered launch through levels to reach to 100% employees instantly

60%
Faster

Product Training & Assessment

From training only store managers to training/assessing all employees

100%
Coverage

Product Feedback Survey

Insights on product enabling interventions and effective planning

2X
Insights

Salient features

- Mobile enabled for anywhere access to product info
- Audio-visual content enhances learning effectiveness
- Reports to measure store/staff readiness



Sample processes you could build on **wooqer**

1) Launch Product Details

1.1) Are you ready to launch the new Juicy Crunch Burger? Yes No



Other

1.1) New Ingredients

1.1.1) Have the new corn buns reached the store? Yes No
Other

1.1.2) Have the cut Jalapeno cans arrived? Yes No
Other

1.2) Marketing Material

1.2.1) Have the till cards, standee and wobblers arrived? Yes No
Other

1.2.2) Has the new menu board tran-slide reached? Yes No
Other

1.2.3) have you received the suggestive sell and new product up-sell guidelines? Yes No
Other

1.3) Training Related

1.3.1) Have you received the training note / training video? Yes No
Other

1.3.2) Have the team members been trained? Yes No
Other

1.4) Equipments and Small-ware

1.4.1) Have you received the new ladle for applying the sauce? Yes No
Other



Lost Sales Tracker

Lost sales tracker

A mobile enabled form where store team can report reason for non-purchase as communicated by non purchaser and HO can track and understand all such lost opportunities.

Sample process flow. Create your own.



1 Sales person ascertains reason for non purchase and reports through app



2 All stakeholders have visibility into all such lost sales incidents



3 Reports are reviewed and data analyzed at fixed periodicity to ascertain top reasons where action is feasible.



4 Action taken

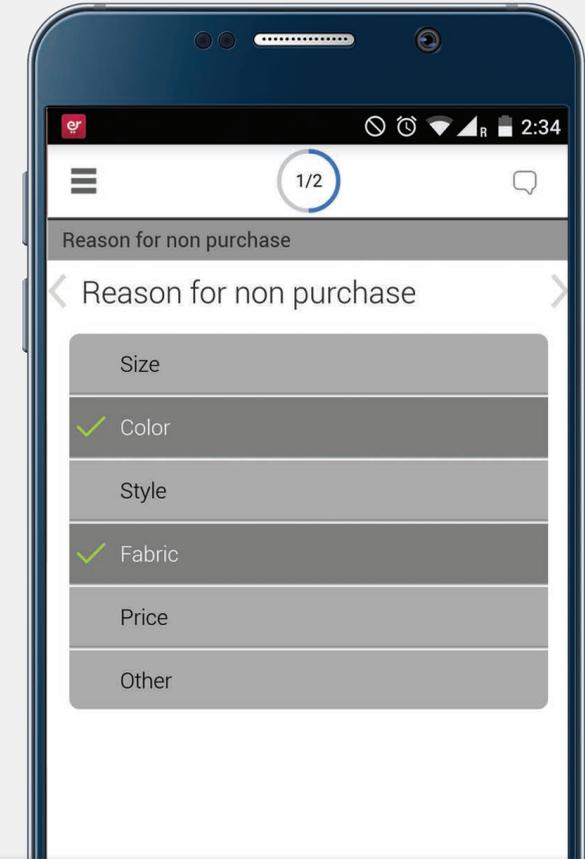
Benefits

Capture lost opportunities approx 75% of all lost sales opportunities tracked and understood	75% Opportunities
Share product information From 1 month to understand a product issue to same day understanding	90% Faster
Track lost sales and analyse Enable better design and buying decisions. Cut down low sellers	5% Sales up

Salient features

- Mobile enabled for instant feedback
- Customizable templates for relevant data capture
- Reports for actionable insights

Sample processes you could build on **wooqer**



Stores			2016					
			<<	05 Jun	06 Jun	07 Jun	08 Jun	09 Jun
Haryana	Gurgaon	Sample Restaurant ... Sohna Road	27	8	31	24	26	30
Karnataka	Bangalore	Sample Restaurant ... Koramangala	33	15	22	21	25	18
Maharashtra	Mumbai	Sample Restaurant ... BKC	12	10	5	8	12	9



We work with the best

Here are some international chains of retailers that we work with.

GANT

NAUTICA



VANHEUSEN





Thank you