OUR TEAM OF SUPERHEROES

The exceptional lies within.
Powered by **wooq**er

The retail world has little margin for error. Customers are picky and have plenty of options. One needs to combine talent and intelligence with a staggering amount of discipline and focus to consistently deliver.

Ordinarily people are not capable of such effort, but enabled by trust and technology, one can become a superhero. At Wooqer, we celebrate the efforts of those who seem to be <u>normal</u> to the casual observer, but are <u>super</u> at their core. They are the backbone of their organisation and the reasons for its success.

This book is our tribute to these heroes that are present in each organisation, taking the company forward with their hard work, talent and of course, their super powers!

Wooqer Powers Superheroes.

THE VM MAGICIAN

W

VM IMPLEMENTATION

The VM superhero is able to implement VM designs and planograms across thousands of stores at the same time almost as if he had a magic wand.

STORE CHECK

The hero is able to keep an eye on all stores at the same time without missing a beat.

CLOSE GAPS

Enabled by Wooqer and motivated to create magic, the hero is able to take customer feedback, track and close gaps at lightning speed.

THE VM MAGICIAN

The Visual Merchandiser Superhero infuses magic into the brand and its stores. Wooqer enables this hero to provide his customer an environment where a happy purchase can be made.

Wooqer also helps in:

1. Store VM history
2. In-store customer experience
3. Store look
4. Region rating
5. Customer perception

And more.

THE IT ROCKSTAR

ENSURING THE SAFETY OF THE STORE NETWORK

The IT hero uses audits, surveys and reviews inputs to understand the status of the technology being used and also to ensure that the organisation is secure against hackers, viruses and other perils.

ENSURING HEALTHY IT INFRASTRUCTURE

Store glitches that can cripple sales for days are prevented because the IT hero has a bird's eye view of the infrastructure of the entire organisation.

TRACKING GLOBAL IT ADOPTION

New technology can work only when it gets adopted by users. IT Rockstars are able to track users globally and ensure that they have equipped themselves with the latest technology.
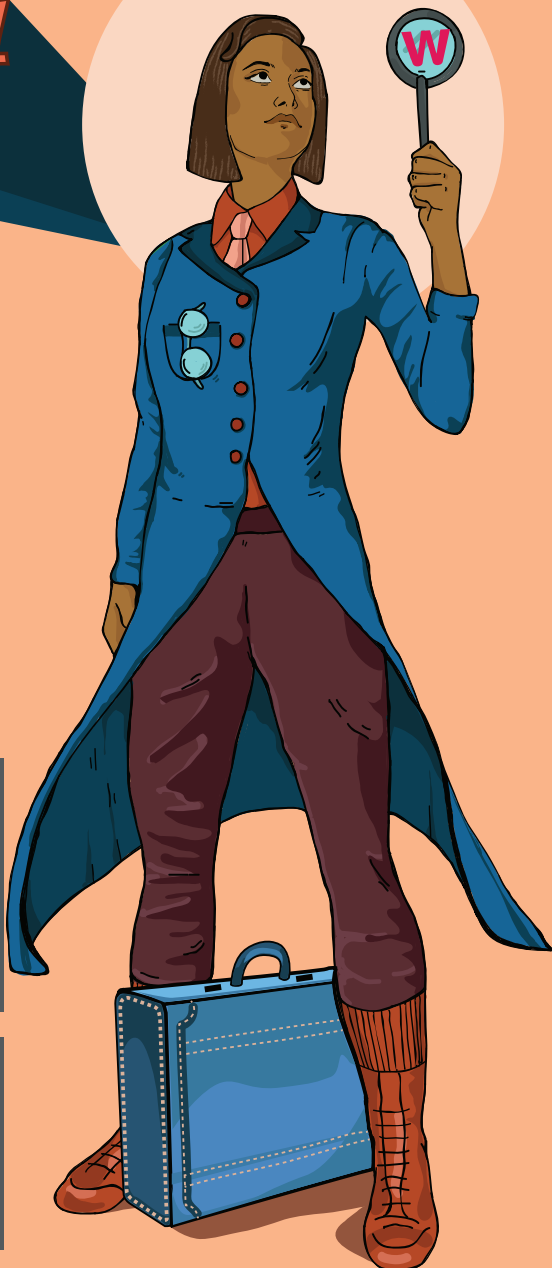
THE IT
ROCKSTAR

The IT Superhero is enabled by Wooqer to keep the entire organisation's network and tech infrastructure running smoothly.

Wooqer also helps in:
1. Data collection
2. Network audit
3. Network survey

And more.

THE LEGAL EAGLE

ENSURING COMPLIANCE TO LAW

The Legal Eagle maintains extensive checklists and tracks adherence at scale across the organisation to prevent the brand from being caught up in a legal problem.

TAKING TIMELY ACTION ON CASES

The ever watchful hero gets to know immediately if there is a case and can take immediate action to protect the company.

THE LEGAL EAGLE

The Legal Superhero is the gatekeeper of the company. She uses Wooqer to help safeguard the brand and company.

Wooqer also helps in:
1. Compliance training
2. License tracking
3. Agreements database
4. License database
5. Compliance audit
6. Legal reporting

And more.

THE STORE MAVERICK

SMOOTH OPERATION OF A STORE

From SOP checklists, to employee reviews, audits, trackers, the hero lives in the line of fire and does all he can to ensure the well-oiled functionality of the store.

PEOPLE MANAGEMENT

The hero works in tandem with Training and HR heroes, incorporating feedback and sharing reviews, to get the best out of his people and to keep increasing sales.

PREPARING FOR NEW LAUNCHES

New launches mean new SOPs, new VM guidelines, new checklists, new training manuals. The hero manoeuvres his team skilfully through the process to ensure the best output for his brand.

THE STORE MAVERICK

The Store Hero is a firefighter. He is constantly fighting fires and needs the best tools that he can get.
Hence, Wooqer.

Wooqer also helps in:
1. SOP adherence
2. Maintenance tracking
3. Employee attendance tracking
4. Employee surveys
5. SOP checklists
6. VM implementation
7. Inventory check

And more.

THE TRAINING NINJA

SOP CERTIFICATION

With the power of Wooqer at her disposal, this hero can now ensure SOP certification happens for all employees at scale.

NEW PRODUCT LAUNCH

From training manuals, to mock-tests, to SOP checklists, the hero creates, implements and reviews in the blink of an eye during the launch of a new product.

CUSTOMER COMPLAINT HANDLING

Training front-end staff members to handle complaints, upload feedback for reviews and then acting on it without wasting time; all in a day's wooq from this Ninja!

THE TRAINING
NINJA

The Training Superhero is helped by
Wooqer to impart knowledge at scale
and ensure that it gets absorbed.

Wooqer also helps in:
1. Online assessments
2. Training feedback
3. Attendance
4. Training delivery
5. Resource management
6. Mock tests

And more.

THE OPS GENERAL

STORE CHECKLISTS

The Ops hero can check the entire store checklist and its progress at a glance using the Wooqer app.

STAFF TRAINING

From the actual training process to the reviews, feedback and results, everything happens on the Wooqer app.

STORE AUDITS

Ops managers can audit their entire store with auto-generation of reports via Wooqer.
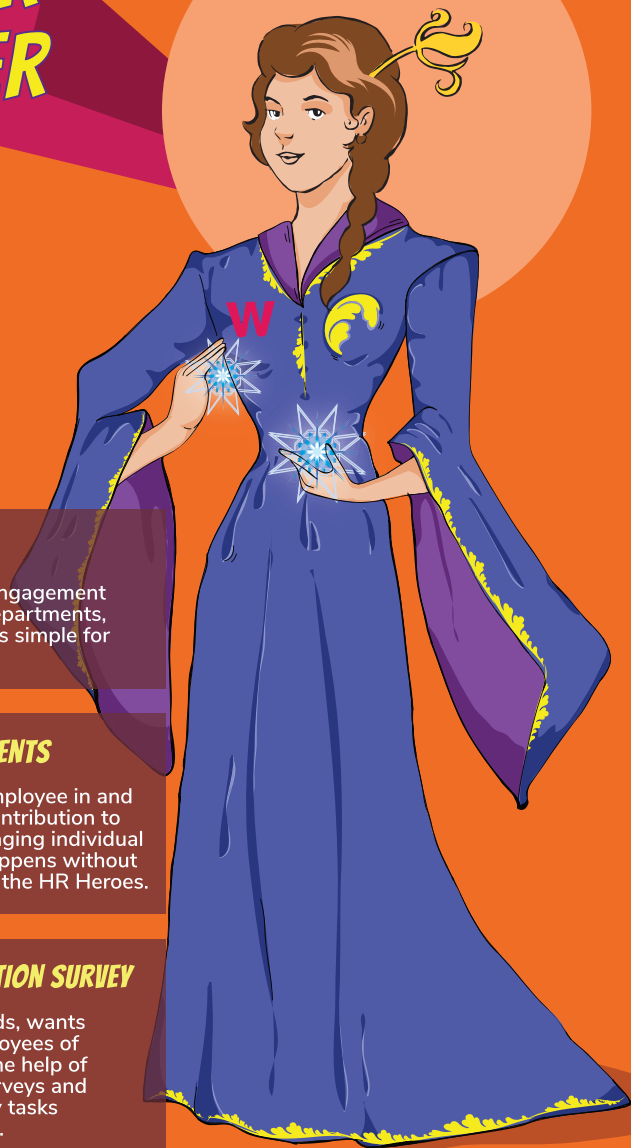
THE OPS GENERAL

The Ops Superhero ensures that the organisation functions smoothly at scale. Wooqer enables him to keep his company functioning at a 100%.

Wooqer also helps in:
1. Store visit report
2. SOP certification
3. Snag reporting
4. Global stock count
5. Daily sales report

And more.

THE HR HEALER

STAFF ENGAGEMENT

Continuous and daily engagement of employees across departments, stores and hierarchies is simple for the HR Healer.

EMPLOYEE ASSESSMENTS

Understanding each employee in and out, knowing his/her contribution to the company and managing individual growth and success happens without a hitch only because of the HR Heroes.

EMPLOYEE SATISFACTION SURVEY

Understanding the needs, wants and troubles of all employees of the organisation with the help of customisable forms, surveys and apps is one of the many tasks she performs with ease.

THE HR HEALER

The HR Superhero has the tough job of being good cop, bad cop, counsellor, coach and guide. Wooqer helps her stay in touch with the entire organisation.

Wooqer also helps in:
1. Performance appraisal
2. New employee joining
3. Exit process
4. Handover
5. Happiness surveys
6. Complaint handling
7. Feedback process

And more.

Retail runs on **wooqer**