

# CERIDIAN HCM

## FOR RETAIL

### CERIDIAN HCM, THE CHOICE OF TOP BRANDS

Retailers everywhere have the same goal; to consistently increase like for like sales and net profit. Converting customer traffic and controlling labour spend are increasingly important to maximise sales growth without decreasing operating margin. To achieve their goal, retailers need to create a differentiated shopping experience whilst deploying labour efficiently. However, key to this is also employee engagement driving the service value chain.



“WE IMPLEMENTED [CERIDIAN] ON TIME AND UNDER BUDGET, WHICH WAS A WONDERFUL ACHIEVEMENT IN ITSELF, AND THE ROI WE’VE EXPERIENCED ON THE SOFTWARE INVESTMENT IS EVEN GREATER THAN WE ANTICIPATED.”

– Julie Sedlock,  
Group VP of Store Operations, Aéropostale

#### TRAFFIC CONVERSION

**Ceridian HCM** identifies service gaps by calculating schedule efficiency scores from historical data to help front line managers accurately schedule labour to maximize conversion rates. Paired with the robust **Talent Management** module, Ceridian HCM helps you to recruit, onboard and develop associates with the skills and expertise needed to provide an optimal shopping experience. When the right people are scheduled in the right place at the right time, customers have the best buying experience possible, converting traffic to sales and encouraging those customers to return. Conversely, wasted labour is eliminated during non-peak times.

#### SAVE TIME

For most retailers, managers are the best sellers. By simplifying complex processes in an intuitive user-interface, **Ceridian HCM** allows managers to quickly handle back-office administrative tasks so that they can spend more time on the floor driving sales, managing colleagues and ensuring quality service.

#### COMPLIANCE

Schedule compliance rules empower managers to adhere to company specific policies and the working time regulations applicable to hourly workforces. The automated pay rule engine enables accurate and timely pay for employees.

#### ENGAGED COLLEAGUES

Colleagues are empowered to manage work-life balance with the ability to trade shifts, request time-off and adjust their availability. Ceridian HCM’s integrated **Performance Management** function allows organisations to easily communicate personal, team and organisational goals. Create a more dynamic and engaged workforce by establishing individual values and goals for the team. Built-in messaging enables colleagues and managers to interact without the need for corporate email addresses, allowing for communication of important work related information.



Makes Work Life Better™

## FOR COLLEAGUES

- Ability to declare availability for scheduling process
- HR forms can be edited and submitted on the fly
- Online and mobile access to review and swap shifts
- Timecard review for comparing time worked based on company policies
- Time away from work requests can be made at any time, from anywhere, via online access
- Message Center provides an easy to use platform to communicate with manager
- Mobile and web access mean employees can access their information anywhere, 24/7
- Performance Management with visibility into personal, team and organisational goals
- Unified user experience improves employee adoption

## FOR MANAGERS

- Workforce forecasting, planning and budgeting to reduce wasted labour spend
- Efficient labour scheduling to achieve the optimal customer/staff ratio
- Automated schedule compliance and cost analysis removes guesswork for front line managers
- In-depth reporting and analytics
- Easy communication with employees increasing engagement
- Manage, review, and communicate employee performance data

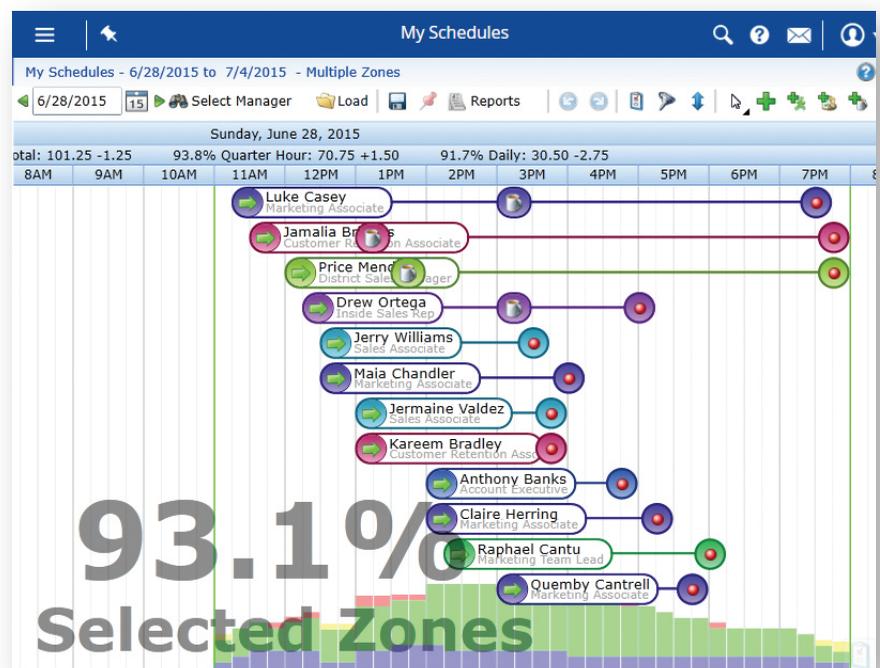
## FOR ADMINISTRATORS

- Real-time payroll preview and adjustments means less time wasted waiting
- HR record management is contained in one solution
- Administration for reward & recognition is automated
- Configurable Working Time Directive and local agreements
- Workflow editor to mirror organisational processes

## LEVERAGE HISTORICAL DATA FOR EFFECTIVE WORKFORCE MANAGEMENT

Ceridian HCM empowers managers to schedule the right number of sales associates for the predicted traffic level in the store. Labour demand based on historical data can be integrated and reflected in Ceridian HCM, which displays real-time efficiency scores based on the schedule as it is being created.

Using efficiency scores, managers can see how closely their staffing for a particular day matches the ideal coverage requirements as dictated by the traffic and POS data. The higher the score, the lower the missed conversion opportunities and the shorter the queues.



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