

Predict Business and Labor Demand Down to 15-Minute Increments

Your store managers have to consider many factors when creating a schedule. While they may be able to estimate the correct number of employees needed to cover an average week or month, can they accurately forecast by shift or hour for a specific day?

When managers make a best-guess sales and labor forecast, you run the risk of costly overstaffing and lost business due to understaffing. Without an accurate forecast of anticipated demand, schedules fail to support your bottom line.

Line up employees with customers

The Kronos® Workforce Forecast Manager™ for Retail allows managers to accurately forecast business volume and labor allocations. This robust labor forecasting software solution helps project sales and required labor down to 15-minute increments. It allows store managers to create accurate forecasts based on a wide range of definable metrics, including sales, transactions, customers served, and units sold. Managers can independently forecast and distribute expected business volume across each day.

By aligning labor with anticipated business demand, you can help ensure that both employee and customer needs are fully met. An accurate forecast will help you:

- Keep your budget in line with expectations by reducing overstaffing
- Improve productivity, customer service, and conversion by avoiding understaffing

Volume forecasting tailored for your needs

The solution uses several sophisticated algorithms to forecast your business needs. Working with the historical data from your point-of-sale (POS) system — items such as units sold, customers, transactions, traffic, and sales — Workforce Forecast Manager predicts weekly business volumes using the amount of historical data you have available. And it can be implemented with as little as three weeks' worth of data, allowing you to begin generating optimal forecasts immediately.

At the beginning of an implementation, when only a small amount of store or department data is available, exponential smoothing is employed. Daily trend is used when you have at least one year of data and expect this year's trends to be similar to those of the past few years. Special events can be used to account for seasonality.

To gain even further precision, adaptive forecasting can be used when you have more than two years of historical data. This feature automatically selects the best-fit algorithm from a group of daily algorithms. The adaptive forecast takes into account departmental variations, irregular patterns, seasonal trends, and recurring seasonal special events from POS data. And it tunes itself based on recent historical data.

Key Benefits

- > **PREDICT LABOR DEMAND** down to 15-minute increments
- > **AVOID COSTLY OVERSTAFFING**
- > **MINIMIZE UNDERSTAFFING** and lost sales
- > **CREATE DEMAND-DRIVEN FORECASTS** and schedules
- > **TAILOR FORECASTING** by level of data
- > **IMPROVE CUSTOMER SERVICE**

Reforecasting the current week

A sales forecast can be a powerful tool for your team. But even the best-mapped forecast can be vulnerable to unforeseen circumstances. The current week trend algorithm in Workforce Forecast Manager uses the most recent POS actuals to determine and apply an up-to-date trend to the current forecast.

Retailers can reforecast a week in progress to reflect unexpected outside influences such as weather, local events, competitive activity, or other trends. By calculating a more accurate and up-to-date forecast, retailers can experience increased sales and workforce productivity, better customer service, and higher satisfaction for employees and managers.

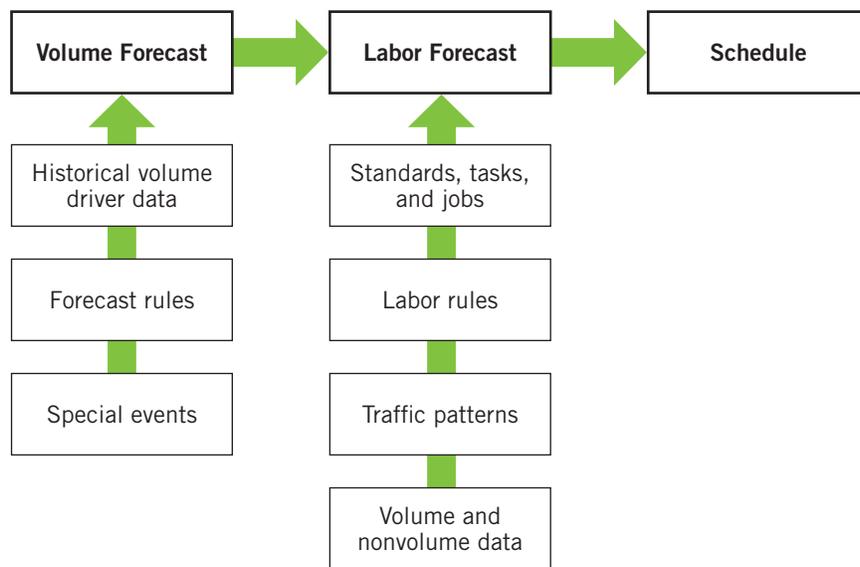
Fifteen-minute labor forecasting

Once you have an accurate forecast of your sales volume by day, Workforce Forecast Manager predicts the number of hours and

employees required to meet anticipated demand. Since every job is different, labor standards are used to define the average amount of labor required to complete specific tasks. The resulting labor forecast defines how many people are needed in a department or store for each job for each 15-minute period, a week at a time.

An integrated solution

The Workforce Forecast Manager demand-driven forecast generates a best-fit schedule in Workforce Scheduler™. You can view and compare actual and forecast data for sales, productivity, and employee goals. Easily monitor the effectiveness of volume and labor forecasts relative to the amount of actual business being done during a schedule period to optimize future workforce deployment decisions. And by using Workforce Task Management™, you'll be able to view a detailed labor forecast broken down by direct and indirect labor, for even better business decisions.



Put Kronos for Retail to work for you:

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