



Summary

Cape Union Mart successfully tackled the challenge of understanding and managing labour costs. By implementing StoreForce, they effectively streamlined their operations and gained greater control over their expenses.

StoreForce gave them the ability to:

- Analyse their labour spend
- Have a line of sight on all hours processed in-store daily
- Identify the best-fit contracts for their employees
- Reduce costs by 5%

Malden Warren, Operations Executive for Cape Union Mart, was instrumental in this journey and highlights StoreForce's rapid implementation as having a substantial impact on Cape Union Mart's bottom line.

Cape Union Mart Background Story

Founded in 1933 by Philip Krawitz, Cape Union Mart began as a humble single store in Cape Town. Over the years, it has transformed into South Africa's premier outdoor and adventure gear retail chain, celebrated for its unparalleled quality and reliability. Today, the company encompasses three chains, offering an extensive selection of outdoor clothing, gear, equipment, fashion, and homeware through a network of stores across South Africa, Namibia, and Botswana, inspiring adventurers to explore the great outdoors.



Challenges

A large portion of Cape Union Mart's workforce is made up of non-permanent employees who are hired on contract. The company lacked visibility into these non-permanent contract hours making it difficult to manage their labour budget. Additionally, they did not have access to real-time reporting on hours, and selling patterns, making it almost impossible to action changes until it's too late.

They were looking for the ability to understand their labour costs in a way that allowed them to get the most value for their buck and optimise their labour spending as much as possible.

“ One of the biggest challenges we encountered was figuring out how to manage our labour costs effectively. We were looking for a solution that would give us real-time insights and help us optimize our staffing while still maintaining our high standards of service. ”

Malden Warren
National Operations Manager
Cape Union Mart, SA

Gaining Visibility into Labour Costs

Cape Union Mart partnered with StoreForce, a workforce management solutions provider, to address these issues.

Using StoreForce, Cape Union Mart was able to gain visibility and detailed data on their employee hours, and POS transactions. They were able to identify that some of their existing permanent and non-permanent employee contracts were not efficient and that they required several new contract types for these employees to better align with operational needs. Hours were better matched to demand, and Cape Union Mart was able to rationalise their contracts and hire based on their needs. Having this data in real-time meant that they did not need to guess anymore.



“ The ability to see exactly where our labour costs were going and to adjust our strategies in real-time was a game-changer. ”

Malden Warren
National Operations Manager
Cape Union Mart, SA

StoreForce Scheduling Increases Productivity and Sales

Implementing StoreForce's scheduling allowed Cape Union Mart to ensure that their best sales assistants were scheduled during their busiest business hours. This strategic approach led to a spike in Basket Values/ UPTs, and overall sales.

“ StoreForce's scheduling tool has been a game-changer for us. It allows us to prioritize our customers and significantly reduces the time spent on administrative tasks. As a result, we've achieved growth in both sales and efficiency ”

Malden Warren
National Operations Manager
Cape Union Mart, SA

This shift boosted sales and improved customer satisfaction and employee productivity.

Quantifiable Impact

Detailed reports from March to April 2019 (when all stores were live) can clearly compare pre- and post-implementation performance. Key metrics include hours per employee and hours per store, which can be analysed to quantify the financial impact of the new contract strategy.

Cape Union Mart's collaboration with StoreForce has been a game changer for the company. By focusing on effective workforce management and leveraging data-driven insights, Cape Union Mart has successfully tackled its labour cost challenges. This proactive approach has enhanced operational efficiency and positioned the company well for sustained growth and success in the competitive retail landscape.

They successfully identified opportunities for cost savings and enhanced operational efficiency by adopting more effective contract types. This strategic decision not only helped the company navigate the challenges of the pandemic but also set a strong foundation for ongoing financial stability and operational excellence in the future.