



storeforce®
SIMPLIFYING RETAIL

“We want to reduce communication channels so that the employee has less distraction from the task at hand”

“We don't have any substantial way to engage with individual employees and deliver a consistent message to them”



Meet **Siobhan Barry**
VP Human Resources Head

Does this sound like you?

See how our Retail Execution tools can help you

StoreForce Retail Execution solution is a set of five integrated tools which gives you and your teams the system they need to execute your brand's daily initiatives, with the right information at the right time.

1. **Communication:** StoreForce Communication allows you to create, edit, organize, and curate communication to ensure everyone has the information they need when they need it.
2. **Tasks:** StoreForce Tasks ensures that stores have a clear view of what is coming and the capacity to actually do the work. It helps you create a culture of accountability where tasks are carried out quickly and effectively.
3. **Discussion Boards:** StoreForce Discussion Boards allow you to get work done in stores by engaging with the employees and sharing the best ideas and practices. You can connect across your brand and collaborate with each other by using social tools to like, share and celebrate within the organization.
4. **Store Visit:** StoreForce lets field leaders evaluate store performance and record the results of a visit directly in the app. Action plans can be captured and tracked within the visit, and comments and photos can be captured in the moment.
5. **Surveys:** StoreForce Surveys allow you to deliver surveys to stores or employees. All the survey data is reportable, allowing retailers to understand trends across the business, or simply make short work of collecting tactical information required to make better decisions.

USE CASES

Cascade your brand value to each employee

Share company policies and standards and ensure compliance

Get feedback from employees and engage with them

Easily onboard new employees and share relevant documents

Surface new policies and ensure employees have read them

“Storeforce has provided us a great communication tool through the use of messages, events and tasks, we have been able to greatly reduce the amount of emails sent to the teams which has simplified our daily communication”

– Marina Rodriguez, Former Sr. Manager
Retail Operations, Duluth Trading Company

Beat your challenges by using StoreForce Retail Execution Tools:

TOP 5 CHALLENGES	WHICH TOOLS CAN BE USED?	BENEFITS
Delivering a consistent message to employees	Communication Tasks	Ensure seamless communication for setting, enforcing, and evaluating legally compliant human resources policies and procedures.
Poor tools to measure engagement	Communication Discussion Boards	Ensure access to the most important information by tracking engagement and engage store teams around important initiatives.
Limited 360-degree tools to survey staff and get feedback	Surveys Discussion Boards	Get 360-degree feedback at an individual employee level, share best practices, and celebrate success.
Training and On-boarding	Communication Tasks	Simplify the process of on-boarding and training by standardizing and automating the process and tracking completion.
Adhering to compliance	Tasks Store Visits	Evaluate stores for their adherence to compliance and follow-up with action plans



6

continents,
50+ countries



20+

languages



10K+

stores measuring real-time
success with dashboards



80+

leading global
brands as clients



250K+

associates using rankings and
leaderboards to achieve sales targets

WHY STOREFORCE

- StoreForce is a simple and intuitive solution which doesn't need any prior training for store staff
- StoreForce helps you cascade your company culture across the stores and countries
- StoreForce enables you to have seamless two-way communication with stores
- StoreForce lets you to engage effectively with all employees and measure engagement
- StoreForce helps you reduce multiple communication channels by streamlining everything into a single platform in the decision-making process

"Introducing StoreForce to all of our stores has been a key milestone in supporting our mission to elevate consumer engagement store efficiency in real time"

*Diego Baronchelli,
VP of direct to consumers EMEA for Vans*

Contact Us



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