

How JYSK Standardized Store Execution Across 48 Countries Using StoreForce

Summary

JYSK strengthened its retail operations by partnering with StoreForce (formally ThinkTime) to unify task execution across 3400+ stores. What began as a pilot in select locations evolved into a global rollout, empowering store teams with clearer communication, streamlined processes, and a platform tailored to each market. Most importantly, JYSK established a unified, consistent model for task execution and communication across all their regions.



Key Takeaways:

- StoreForce Operations was successfully implemented across **3,400+ stores in 48 countries**.
- Store teams gained a more efficient way to manage tasks and communicate.
- Created a global standard for task execution that allowed for regional nuance and flexibility.
- The partnership evolved into a **long-term alliance** built on collaboration and shared values.

The Solution

The initial rollout in select stores was a success. JYSK employees embraced the platform, finding it intuitive and effective for managing tasks and improving communication. Regular meetings between JYSK and StoreForce became collaborative sessions filled with creativity and shared purpose.

Together, they mapped out processes to enhance internal communication and streamline operations. The platform was tailored to meet the unique needs of each market, and this adaptability became a hallmark of the partnership.

Key Shifts Included:

- Transitioning from fragmented tools to a unified task management system.
- Empowering store teams with clear, actionable communication.
- Customizing the platform to reflect local workflows and cultural nuances.
- Building a scalable foundation for global expansion.

The Results

Focus Area	Action	Impact on the Business
<ul style="list-style-type: none">• Task Execution• Internal Communication• Global Scalability• Employee Engagement	<ul style="list-style-type: none">• Unified platform across all stores• Streamlined messaging and feedback loops• Tailored rollouts by region• Platform aligned with JYSK values	<ul style="list-style-type: none">• Improved consistency and speed of execution• Stronger alignment between stores and head office• Successful expansion across 48 countries• Increased adoption and satisfaction among store teams

A Journey in Partnership

Reflecting on the journey that began in 2015, JYSK andStoreForce have created a powerful alliance grounded in mutual respect and a shared commitment to excellence.

StoreForce remains dedicated to supporting JYSK’s mission to be the first choice for customers and colleagues.

In the end, it’s not just about winning. It’s about winning together.

About

JYSK is a Danish retail chain specializing in Scandinavian sleeping and living, including mattresses, furniture, and interior décor. Founded by Lars Larsen in 1979, JYSK opened its first store in Aarhus, Denmark. Today, it operates more than 3,400 stores across 48 countries, making it a leading international retailer.



JYSK’s vision is to:

- Be the world’s most widespread and profitable chain of stores.
- Be the customers’ first choice.
- Be the employees’ first choice within retail.

JYSK’s culture is grounded in three core value sets:

- **Tradesman:** Service minded, cost conscious, reliable, goal oriented, professional.
- **Colleague:** Helpful, respectful, flexible, honest, straightforward, positive.
- **Corporate Spirit:** Committed, loyal, cooperative, empowered to speak up, proud ambassadors of JYSK.