

Creating Unifying Value

at Poundland & Dealz with StoreForce Operations

When it comes to creating and delivering value, few retailers know the Poundland & Dealz does. In fact, their entire importance of it the way that business model requires that value be created in every transaction – with their customers and vendors alike.

So, when Poundland & Dealz partnered with StoreForce Operations to improve their internal communications, task management and store audit processes, the theme for the engagement was predictable – CREATE VALUE at every level of the business. The stated goal of their Retail Communications Platform RFP was to eliminate redundant systems in order to create a singular tool for their team members. “The Poundland & Dealz Leadership Team was well aligned in this objective,” stated Austin Cooke, Retail and Transformation Director. “In fact, we obsessed about it throughout the selection process. In the end, we all agreed that StoreForce Operations gave us the best opportunity to sunset aging systems and to consolidate the experience for our store teams in the most meaningful way.”

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Now, nearly a year into the engagement, StoreForce Operations has already replaced several antiquated platforms, **enabling Poundland & Dealz to modernize processes in a way that has saved time and created layers of efficiencies.** A great example of this value creation are the changes that have been made to the traditional “Meeting in a Box” process that was used to launch campaigns. Poundland & Dealz now uses ThinkTime’s personalized Dashboards, where content is now surgically curated by location, role and user. As a result, team members no longer have to sort through massive documents to find content or search their inbox to find instructions relevant to them.

In fact, team members now visit a focused dashboard that has been created specifically for each key event. There, they find timely themed videos from key business leaders that inspire them and deliver the exact information they need on that day. Further, tasks with related subtasks to the event are now launched, providing detailed instructions, signing, set ups and product placement guidance, just in time. Once the event is in play, Area Managers are able to monitor and manage the progress of their locations (most Poundland & Dealz Area Managers have 15 – 20 stores that they are responsible for) via real-time reporting. Area Managers also validate submitted images showing a new found consistency in execution, chain-wide.

This unified tool has been game changing, **we now all see the same thing, from the store manager to the leader who created the event.** Our last several “event autopsies” have shown such a remarkable difference in execution. Internally, we are all on the same page and can now rally around a single version of the truth . . . and our customers are noticing!” according to Russ Curtis, Head of Retail Excellence.

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Beyond execution and the value it is creating, StoreForce Operations is also delivering significant cultural benefits for Poundland & Dealz. Another stated goal of the initiative was to “embed business strategy” throughout the organization. A great example of this effort has been the ability to share business strategy in an interactive and exciting way. Recently, Dashboards, News Articles and Tasks were launched for initiatives like, “The Champions Club”, “Santa’s Stars” and even for Covid related messaging. In each case, videos were created by leadership to share the vision, to highlight best practices and of course, to celebrate success! They’ve even added their favorite Yammer feed into their dashboards to further facilitate 1:1 and 1: Many connections that are driving the business. As a result, emails to stores have been dramatically reduced for day to day communication and the process of creating a “one stop shop” for all things retail operations is nearly complete, all just in year one.

An additional layer of value is being created through more organized and measured store visits. The leadership team has capitalized on the ability to script the standards necessary for every engagement and deliver clear expectations for their Area and Store Teams. The effects have solidified the consistency of the teams’ performance.

During visits, coaching and team-building have become the priority. Questions in the visits contain links to key information that is being used to build the next generation of leaders.

For Poundland & Dealz, the value being delivered by ThinkTime, is multifaceted. “StoreForce Operations has exceeded expectations in its first year of use . . . we are still just learning how to maximize its value within the business. We’ve only just scratched the surface, but the benefits are outpacing the business case handsomely,” shared Russell Curtis. “If your business is looking to raise your level of execution while simultaneously rewarding your

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If you’d like to learn more about what StoreForce Operations can do to create value for your business, contact us at We’d be happy to help.

www.StoreForce.com/demo or at (877) 844 – 4462.

About Poundland & Dealz

From opening its first store in Burton-upon-Trent in 1990, Poundland has built a network of almost 900 stores in the UK and the Republic of Ireland, offering top brands and great quality own brand products, that provide customers with amazing value every day.

Named Discount Retailer of the Year in 2015, it now has over 18,000 colleagues who serve over seven million customers every week Hastings. Books, DVDs and Toys. from Wick to Weymouth, Londonderry to Lowestoft and Holyhead to Hastings.

At the 2015 Grocer Gold Awards, Poundland was singled out for Own Label Range of the Year for its Make Up Gallery cosmetics line, symbolic of its promise to customers – thousands of quality products in store with over 1,000 well-known brands in 17 shopping categories including food and drink, health and beauty, household, gardening, DIY, Pet, Stationery,

In September 2016, Poundland & Dealz became part of the Steinhoff International family, an integrated manufacturer and retailer with operations in Europe, Australasia, Africa and the United States.