
A SPECIALTY RETAILER'S GUIDE ON

HOW TO SCHEDULE YOUR RETAIL STORES.

**THE 50/20 RULE THAT INCREASES
AOV, CONVERSION RATES, & UPT.**

Did You Know That Each Week,

50% OF YOUR STORE'S SALES HAPPEN DURING 20 HOURS?

We call these busy 20 hours your peak hours.

While specialty retailers may come in different shapes and sizes, the one thing they have in common is the 50/20 rule. That is, 50% of your weekly sales happen in only 20 open hours. To get the most out of those 20 peak hours it's important to schedule the right people on the floor at the right time. If you're manually scheduling your team, how can you be so sure?

On top of that, it's likely that each store within your retail chain will have differing peak hours, which change, and that can be hard to keep up with if you're scheduling your store teams manually. Being equipped to constantly analyze when you're at your busiest will give you the ability to forecast and staff your labor budget to ensure you're not over- or under-budgeting.

Sounds complicated, but it's not. Read on to learn how to schedule to cover your 20 peak hours.

ACHIEVE 90% SHIFT COVERAGE DURING YOUR PEAK HOURS.

Most current retail technology is capable of analyzing large amounts of data to forecast and create a good-enough schedule.

But not just any schedule will do.

Remember, you only have 20 peak hours every week. Your schedules should be built to increase AOV, conversion rates, and UPT by predicting and protecting those critical 20 hours.

That means, you need to ensure that you've scheduled the right number of people, with the right skills, on the floor at the right time, to optimize floor coverage without overspending your hours.

Sales go up. Costs go down.

Data tells us that if you schedule your peak time to reach 90% coverage you will see a lift in sales.



We analyzed 4500 stores over 13 weeks and discovered that retailers who schedule their peak time to achieve 90% coverage saw a lift of 4-6%.

[**Click Here To Read The Study**](#)

PREDICT AND PROTECT YOUR CRITICAL 20 PEAK HOURS.

What makes StoreForce unique is that our advanced scheduling tool combines your traffic curve with legislation and shift rules as well as your POS patterns to produce an optimal schedule. This schedule predicts your peak hours and enables you to schedule those hours at 90% coverage.



Why 90% Peak Coverage?
Watch this video
and we'll tell you!



ALL STORES ARE NOT THE SAME

We know that a mall location versus a boutique location has different customer patterns – so why allocate the same budget to both types of stores?

When you plan your labor budget according to the unique traffic patterns of each store, you'll ensure that each of your stores' labor is being budgeted optimally. That means you will not over- or under-budget your labor hours.



This directly leads to a positive impact on your revenue opportunities.

KEEP YOUR SCHEDULES HEALTHY WITH STOREFORCE



There are specific Key Performance Indicators (KPIs) within StoreForce that provide valuable insights into effective labor allotment, the health of a schedule, and the well-being of your team. They also provide valuable insights on your expected service standards and labor compliance, which play a pivotal role in overall performance.

#1

Average Hours per Employee per Week is a vital KPI that offers insights into employee productivity, engagement, and well-being. Are employees overworked or underutilized? A balanced workload ensures employee satisfaction and reduces burnout and turnover. In some jurisdictions, there are regulations regarding maximum working hours per week for employees. This data helps ensure compliance with labor laws and regulations, avoiding potential legal issues or penalties.

#2

Average Shift Length & Average Shifts per Week provide essential information about scheduling efficiency. These KPIs help in determining if shifts are appropriately distributed, avoiding instances of overstaffing or understaffing. Efficient distribution ensures adequate coverage during peak hours, thereby maintaining service standards and enhancing customer satisfaction.

[Read For More KPIs](#)

#3

Employee Count is a straightforward, yet significant KPI that indicates workforce size. It helps in assessing staffing needs based on business demands. This can be used in making data-driven decisions for recruitment planning during holiday season or identifying the ratio of full time to part time employees per store attribute.

The labor ratio KPIs below are sweet spot metrics. This means that they can have a negative impact on store performance when they are too low or too high.

#5

People Per Open Hour measures the number of employees scheduled on the selling floor per hour of operation, providing a clear picture of how efficiently a store is staffed during operational hours. A PPOH that aligns with the standard indicates that customer flow is managed effectively, maximizing on every opportunity. Conversely, a PPOH that is below standard suggests inefficient service and the inability to meet the customer demand. Comparing PPOH between days or stores helps identify disparities and optimize resource allocation.

#4

Sales per Hour is an indicator of productivity. If it is too low, it indicates the store was overstaffed. When it's too high, it means the store was understaffed. If SPH indicates an opportunity, keep digging and ask questions to identify the root cause or why the store is potentially understaffed on a specific day – availability, recruitment needs, understaffed during peak, etc.

#6

Traffic Per Labor Hour is the ratio of customer traffic to labor hours, offering insights into how effectively a store is meeting the customer demand. Having a balanced TPLH is important to ensure the team can meet the service standard, and that selling labor hours are allocated to meet the expected traffic. This is extremely important in both high and low volume stores. There is a misconception that peak is more important in high volume stores. In fact, adding a single shift in a low volume store will have a much higher impact than at a high-volume store. These KPIs are available throughout the application, but most used through the Labor Statistics report. This is a key report for operations teams, and field leaders. This report offers valuable data-driven insights into service standards and labor effectiveness for retail organizations, enabling them to optimize staffing levels, enhance operational efficiency, and ultimately deliver superior customer experiences.



WHY RETAILERS CHOOSE STOREFORCE

- 1.** StoreForce offers real-time visibility into labor metrics such as sell and non-sell hours, peak hours, seasonality, store type, and more. These metrics give your store leaders the ability to know how their stores are performing, coach their store teams, and contribute to the overall business.
- 2.** The benefit of getting data in real-time means you can act immediately if you need to change something. Act now so you don't leave money on the table.
- 3.** When you partner with StoreForce you will work with a specialized Customer Engagement Manager to ensure you see an ROI. We go beyond a vendor relationship and boast a 97% retention rate with our clients.
- 4.** We only work with specialty retailers which means our solution has been built to the very specific needs of this market.

LET'S CHAT!

Schedule 15 minutes to chat and learn how you can expect to see benefits in the first week of deployment.

[Book A Meeting](#)