

An urgent need to optimize the distribution of employees in a store.

A glaring example of Byte Computer's solution is the current case study. Our customer is a leading omnichannel retailer of technology products and services.

Focusing on their stores, the company faced many challenges:

- Differences in operating hours and days
- Public & local holidays
- Variances in payroll cost
- Over-time and extra-time cost
- Vacation plan
- Numerous possible combinations of shifts (8 or 4 hour long) that may overlap
- Different duties per employee (Management, Sales, Misc)

The Retailer has more than 70 branches of different characteristics (location, size, staff & customer profile)

There are numerous of different factors that can affect the performance of each store.

Each branch has special characteristics resulting from its location, size, customer profile and staff

Since the particularities of the branch (equation coefficients) do not significantly change over time and footfall is relatively stable, the only way to sell more units is to:

- increase the staff available, or
- its efficiency to some extent



At-a-glance:

Customer: Kotsovolos (Dixons)

Website: <https://www.kotsovolos.gr/>

Customer Size: 1.000 – 5.000 employees

Country: Greece

Industry: Consumer Electronics

Products and Services: Technology products and services

Byte Computer, Workforce optimisation

Customer challenges

The company was having difficulty allocating employees at the right hours and days. Some days there were not enough employees in their posts to serve the customers. Other days, more people worked than needed, as customers were fewer. The magnitude of the problem increased especially during special events, such as Black Friday, Easter and Christmas holidays, when the needs were even higher.

The problem led to the low efficiency of the department, the insufficient customer service and thus the reduction of the company's profits.

Partner Solution

Byte Computer came to bring the solution to the needs of the company through machine learning. In collaboration with the Forecasting & Strategy Unit of the National Technical University of Athens after determining store's seasonal characteristics, and by assuming a typical number of customer entrances per day (weekday and weekends), footfall can be directly forecasted for the week, day and hour of interest.

The solution proposes the number of employees to be in their post at any time of the week, automating the process for the customer.

Customer Benefits

By applying Byte's solution, the customer was able to identify the pattern with which his branch behave. Thus, following the proposals of the model it can allocate its resources optimally and achieve the lowest possible cost for the department and the highest possible profit for the company. Finally, there was a significant improvement in customer service.



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