

# Retail Communications Portal

Simplify and streamline internal communication between Corporate HQ and local retail stores



It's no surprise that successful store execution relies on good communication. However, only 37% of store managers feel they get the information they need from corporate, and only 36% think they currently have efficient systems of communication between corporate and stores.<sup>1</sup> With our portal, we provide a way to improve internal communication and ultimately maximize ROI by optimizing store execution.

## What is the solution?

This customized portal facilitates reduction in errors, transformation in business processes around marketing and product development, and more control over the customer experience with fully optimized in-store campaigns. As a result, brands experience improved customer loyalty and optimized operational efficiency, which lead to increased revenue, reduced costs, and greater flexibility.



## Why customers use this solution:

- Increased productivity
- Reduced costs
- Greater flexibility

## Increased Productivity

- Alleviate communication breakdown caused by human error
- Create clear organization of localized collateral
- Provide access to region-specific, permission-specific content

**Be more effective across all distribution points**

## Reduced Costs

- Avoid misprints of outdated collateral
- Displace man hours spent parsing regional-specific materials
- Reduce overhead on constantly training high-turnover roles

**Produce better margins on your investment**

## Greater Flexibility

- Allow for quicker turnaround to execute campaigns
- Increase frequency of campaigns
- Support rapid growth of new locations

**Stay more competitive with other brands**

*"In late 2015, we were experiencing rapid growth and opening a store almost every week. All communication and documents were being shared via email which was extremely cumbersome and inefficient. Xelleration created a comprehensive solution that allowed us to scale and streamline processes that increased productivity and optimized operational efficiency."*

- Chad Smith, CIO, Lucky's Market

<sup>1</sup> Square Root and Worldwide Business Research, June 2016. <https://square-root.com/2016/06/store-manager-survey-release/>

# Our Solution Offer

## Deluxe Package

- Up to 100 users
- Up to 3 departments
- Up to 10 sites
- Up to 3 dashboards
- Basic level of security

## Premium Package

- Up to 500 users
- Up to 5 departments
- Up to 50 sites
- Up to 5 dashboards
- Intermediate level of security

## Platinum Package

- Up to 5000 users
- Up to 10 departments
- Up to 100 sites
- Up to 10 dashboards
- Advanced level of security

## Key Features

### Calendar

- View campaign deadlines, store launches, etc.

### Announcements

- Post announcements on company-wide events, corporate policy changes, and more to send news to all company

### Search/Navigation

- Search the portal with ease

### Dashboards

- Create dashboards for sales goals, foot traffic numbers, how many stores successfully execute initiatives, report on business trends, and more

### Training

- Have the ability to host video training for stores to properly assemble floor stands, style shelves and windows, and other point-of-purchase displays

### Workflows and Document Management

- Marketing/Product Development: Manage price sheets, promotional programs, product briefs, branding guidelines, campaign collateral, etc.
- HR/Operations: Manage PTO requests and approvals, expense authorizations, onboarding and offboarding training, surveys, etc.
- IT: Manage helpdesk ticketing, new IT roll-out, etc.

### Mobile-friendly

- All users have ability to access from any device

## Why Xelleration?

As a trusted Microsoft Managed Partner for over a decade with 8 Gold competencies, we've created portals for well-known luxury fashion brands, supermarket chains, and some of the largest hotel brands in the world. By creating effective systems of communication, we help retail organizations improve customer loyalty and optimize operational efficiency, leading to increased revenue, reduced costs, and greater flexibility.