

Completely Floored

The Tile Shop Revamps Their Merchandising and Internal Communication Process with WorkForce Experience



“Since we started using WorkForce Experience, attending to merchandising standards and corporate directives has become much simpler and clearer to understand.”

— Rachel Buffa, Store Manager at The Tile Shop

Goals



Facilitate real-time communication between HQ and store teams across 31 states and D.C.



Easily share documents without file size and storage limits.



Gain better visibility into day-to-day operations and task completion in 144 stores.

Challenges

- Found it hard to track and follow-up on task completion and provide feedback without hopping on a call or communicating back and forth over email
- It was difficult to know if store and visual merchandising teams received internal communications and were following directives correctly
- Lacked a solution to send internal communications and communicate directly with store teams in real time

The Ask

- The Tile Shop needed a more efficient way to communicate, share information, assign tasks, provide feedback and engage with store teams

The Solution

- Adopted WorkForce Experience to streamline communication and knowledge sharing between HQ and store and visual merchandising teams
- Used as a standalone app to communicate directly with employees in an easy and engaging way in real time via their personal devices
- Increased visibility with task management capabilities that ensure merchandising standards and corporate directives get followed correctly

Brand Consistent and Beautiful Stores



Streamlined Communication

With WorkForce Experience, The Tile Shop is sending an estimated 75% fewer emails to stores about tasks and reduced the time it takes to get in touch with staff. Teams can communicate with superiors in-app through direct messages to clarify directives and request feedback.



Improved Visibility and Compliance

Before using WorkForce Experience, The Tile Shop had difficulty seeing how stores handled basic tasks and how long they took to complete. Now, HQ can track what's getting done and make suggestions, saving an estimated 10 hours per project reaching compliance in-store.



Easy Onboarding

Unlike other internal communication software, WorkForce Software's intuitive, social media-like design and navigable interface made it easy to onboard employees with little training, allowing them to download WorkForce Experience and begin using the app immediately.



Superior Support

Since implementation, The Tile Shop says the WorkForce Software client support and customer success team has answered any questions, resolved issues in a helpful and timely manner and performed upgrades on a timeline that met their needs.



"I would highly recommend using WorkForce Experience. It's easy to use and really helps our company ensure stores are doing what they should be every day."

— Alexis Madsen, Visual Merchandising Manager

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