

One for the Books

Indigo's Next Chapter: How Canada's Largest Bookstore Chain is Expanding Their Reach Without Increasing Headcount



Indigo

"The biggest advantage of WorkForce Experience is we've been able to extend our reach without increasing headcount."

— Fiorina Giovino, Indigo Director of Field Visual

Goals



Facilitate real-time communication between HQ and field merchandising teams



Gain better visibility into day-to-day operations and merchandising execution



Reduce the frequency of in-person store visit reports with micro-surveys and tasks

Challenges

- The brand's overall vision was difficult to match for each location, due to a dispersed workforce and each store's unique architectural qualities and specialty fixtures
- Staying in touch was a challenge, and store visit reports on merchandising compliance were more infrequent as the company's store count expanded

The Ask

- Indigo employees needed a better way to communicate, share information, assign tasks, provide feedback and engage with visual merchandising teams on a real-time basis

The Solution

- In 2016, Indigo's visual team began using WorkForce Experience for communication, training and merchandising task management with their flagship locations, C-level stores and 400 series locations
- Since adopting the platform, the team can more easily measure merchandise validation, monitor compliance and improve in-store execution

Turning the Page



Increased Visibility and Brand Consistency

Indigo's team can now send directives and share photos of displays, enabling them to stay compliant. This improved in-store execution and increased visibility into activities at Indigo's most "far-flung" locations. "It allows us to communicate directly with each store and make sure everything looks exactly the way we want it to," Giovinazzo said. "The level of execution and adherence to brand vision is much stronger."



Streamlined Best Practice Sharing

In the past, it was difficult to manage hundreds of stores while tackling seasonal changeovers every 6-8 weeks. With WorkForce Experience, the Indigo team now easily shares best practices, tips and guidelines cross-departmentally; helping everyone elevate ideas together.



Improved Team Culture

WorkForce Experience helped empower Indigo's visual merchandising team to build a more exciting and connected work environment. Store workers loved the idea of the app and teams started moving in a more creative, visual direction. The new dynamic helped build a more passionate workforce, as each worker was given a clear path with the right tools to make visual merchandising a success.



Real-Time Feedback

With WorkForce Experience, Indigo can get in touch with staff from anywhere, at any moment, to rectify any problems that happen at the store level. Workers can seek advice and gain feedback from advisors, managers, and team members in real time — through direct messages and group chats.



"Getting the store teams to really understand the importance of visual merchandising has been a journey, and WorkForce Experience has helped us build this community of people who are passionate about merchandising."

— Fiorina Giovinazzo, Indigo Director of Field Visual

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