



## Heightened Need for Improved Productivity in Retail Industry Drives Kronos Employee Rostering Initiative

Kronos Incorporated today announced plans to deliver enhanced employee rostering solutions to replace inefficient manual or outdated rostering procedures found in the retail industry.

The retail industry is challenged to optimise the deployment of labour resources as it strikes the delicate balance between controlling labour costs while delivering the highest quality products and services and achieving employee satisfaction. Kronos recognises these challenges and is enhancing its employee rostering solutions to meet the retail industry's unique needs.

A recent survey conducted by Kronos found 70 percent of respondents currently rely on inefficient manual processes, Excel spreadsheets, or homegrown applications to develop employee rosters. Respondents also cited reduced overtime expenditures, the ability to deliver maximum service, and improved employee satisfaction as the three most prevalent benefits associated with efficient rostering.

Labour is one of the largest controllable costs for any retail organisation, and effective rostering can make the difference between profitability and losses. Our strategy is to deliver solutions that allow customers to maximise their existing investment in technology, services, and training. Customers will benefit by reducing their cost of ownership and risk as well as focusing on automating processes and optimising the workforce, said Peter Harte, Managing Director, Kronos Australia Pty Ltd.

The retail industry heavily depends upon hourly workers, a dynamic that adds a layer of complexity to the staffing process and detracts from a manager's core responsibilities. Although many industries struggle with staffing as a core business problem, retail faces unique challenges.

The retail industry has never been more competitive. Constant pressure on profit margins is challenging retailers to find ways to reduce store labour costs while also improving levels of customer service and satisfaction. As store managers turn their focus toward the customer and away from manual administrative tasks, ensuring fair and consistent rostering of employees based on their preferences, seniority, skills and work rules has become a top priority. And increasingly retailers are turning to advanced rostering solutions for automation and optimisation of store labour.

Franklins, the third largest retail chain in New South Wales, is using Kronos Workforce Central to control its labour costs. Roni Pertov, Financial Director at Franklins, said Workforce Central has helped us become more productive and more competitive, and that has made us more profitable which is exactly what we were looking for.

With a development team of more than 70 talented employees dedicated to creating rostering products, Kronos has invested more than US\$30 million in its rostering initiative. We listened to customers discuss pain points, conducted product and industry research, and collaborated with experts to create a solution that works," continued Mr Harte. "We understand the nuances of rostering, and with more resources committed to rostering than any other vendor internationally, Kronos is poised to meet the complex needs of retail organisations."

### About Kronos

Kronos' best-in-class Employee Relationship Management solution enables organisations to reduce costs and increase productivity, improve employee satisfaction, align employee performance with organisational objectives, and put real-time information in the hands of decision makers. More than 40,000 organisations worldwide trust Kronos to solve their employee-centric business challenges. Kronos customers in Australia include TNT, Coles Myer Limited, Franklins, Simplot Australia, United Goninan, Cadbury Schweppes, Coca-Cola Amatil, George Weston Foods, Nestle, Woolworths, Aldi, Big W, Body Shop, Susan, Metcash, Australian Air Express, Visy and Toll Logistics. [www.kronos.com.au](http://www.kronos.com.au)