

CASE STUDY

HOW LAWRENCE MERCHANDISING USES CLOUD
BASED WORKFORCE MANAGEMENT TO
SCHEDULE LABOR AND ENSURE QUALITY
EXECUTION.



“Natural Insight makes it easy to schedule the right people for the right jobs and gives us the reporting tools we need to verify that we’re delivering the highest quality merchandising solutions to our customers.”

-Andrea Kraatz, Workforce Management Supervisor, Lawrence Merchandising

The key to successful merchandising is having reliable staff that completes retail tasks with consistent quality and having systems in place that produce real-time and intelligent reports for consumers.



Lawrence Merchandising

Lawrence Merchandising is a national Merchandising Service Organization (MSO) and industry leader based in Minneapolis, MN. For over 50 years, retailers, suppliers, and manufacturers have depended on Lawrence to position many of the nation's top brands through quality, reliable in-store merchandising support.



The Challenge

Lawrence has hundreds of remote representatives that are depended on for executing large-scale retail merchandising tasks. Scheduling the labor for these projects is an intensive process that ultimately costs the company time and money. Managers and employees need a simple way to review and accept work opportunities as well as manage the project from beginning to end.



The Solution

Innovative cloud-based workforce management software that enables Lawrence to:

- A) Automatically schedule employees based on relevant attributes including skill, location, and preference.
- B) Give workers a simple way to accept, perform, and verify completed work assignments.
- C) Collect, analyze, and share operational data with key customers.



The Results

With Natural Insight, Lawrence can now easily schedule and manage merchandising work across hundreds of distributed staff and stores. Moreover, employees are able to quickly review and accept the work that has been offered. Instead of using one system for scheduling and another for reporting and project management, Lawrence is now able to manage an entire workforce completed retail merchandising projects from beginning to end on one single platform.

Let's talk



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