



# Digital transformation of operations

For non-food retailers

## **Managers are not sure whether all employees:**

- Always fulfil their duties
- Report honestly
- Comply with standards
- Are familiar with guidelines

## **Employees struggle with:**

- Different formats and channels of communication (SMS, e-mail, telephone, WhatsApp, different apps etc.)
- A lack of task notifications and prioritisation
- Limited feedback from managers and co-employees
- No easy access to instructions and guidelines



**TakeTask is a mobile application used to assign, execute and verify tasks on a large scale in many locations simultaneously.**

**Managers need:**

- A transparent overview of task completion
- Objective verification of completed tasks (GPS location, photo, timestamp)
- Easy and fast setup and distribution of tasks to multiple locations

**Employees work is easier thanks to:**

- Unified communication via tasks
- Organised and prioritised list of assignments
- Instant and clear feedback from managers and co-employees
- Guidelines and/or trainings linked with tasks

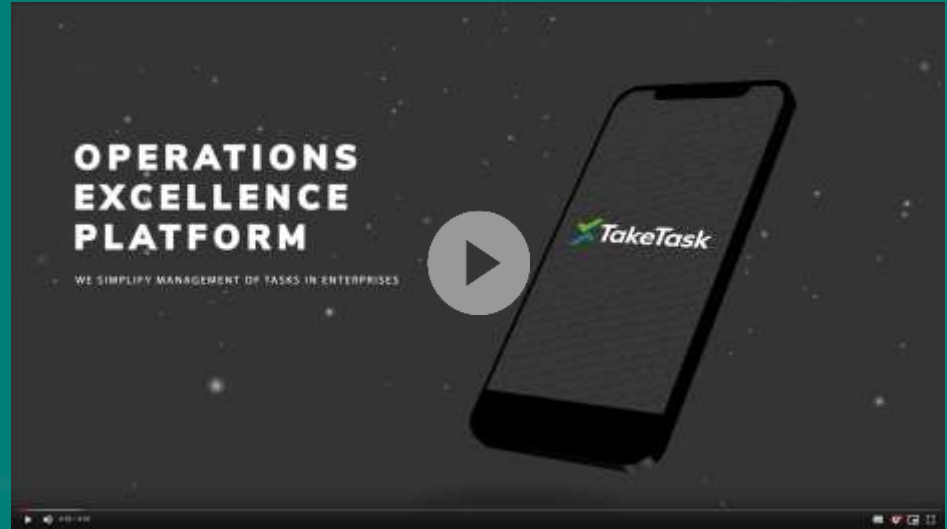


## Operations Excellence and Field Force Automation

Watch video

### OPERATIONS EXCELLENCE PLATFORM

WE SIMPLIFY MANAGEMENT OF TASKS IN ENTERPRISES





# Areas we digitise



**Merchandising & in-store marketing**

**Customer service**

**Cleanliness & tidiness**

**In-store operations & audits**

**Maintenance & malfunction procedures**

**Project management facilitation**

**Logistics & stock control**

**Employee motivation**

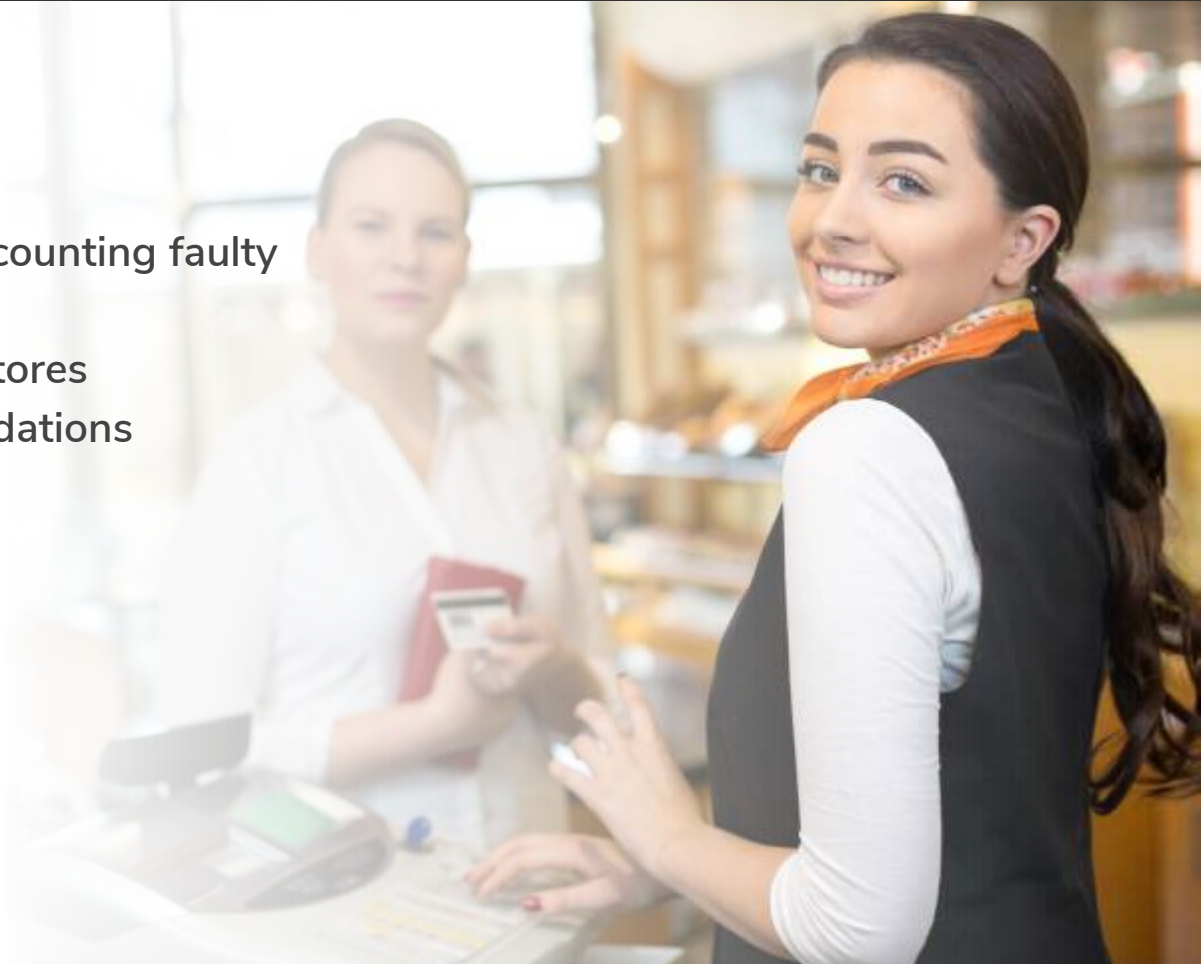
**Human Resources (HR)**



- Retention of standards
- Execution of ad-hoc activities
- Implementation of new planograms
- Replenishment facilitation
- Out-of-stock reporting
- Marketing materials stocktaking
- In-store price control
- Price changes implementation
- Data digitalisation for analytics



- Processing returns
- Processing complaints
- Communication regarding discounting faulty products
- Product reservation in other stores
- Delivering product recommendations



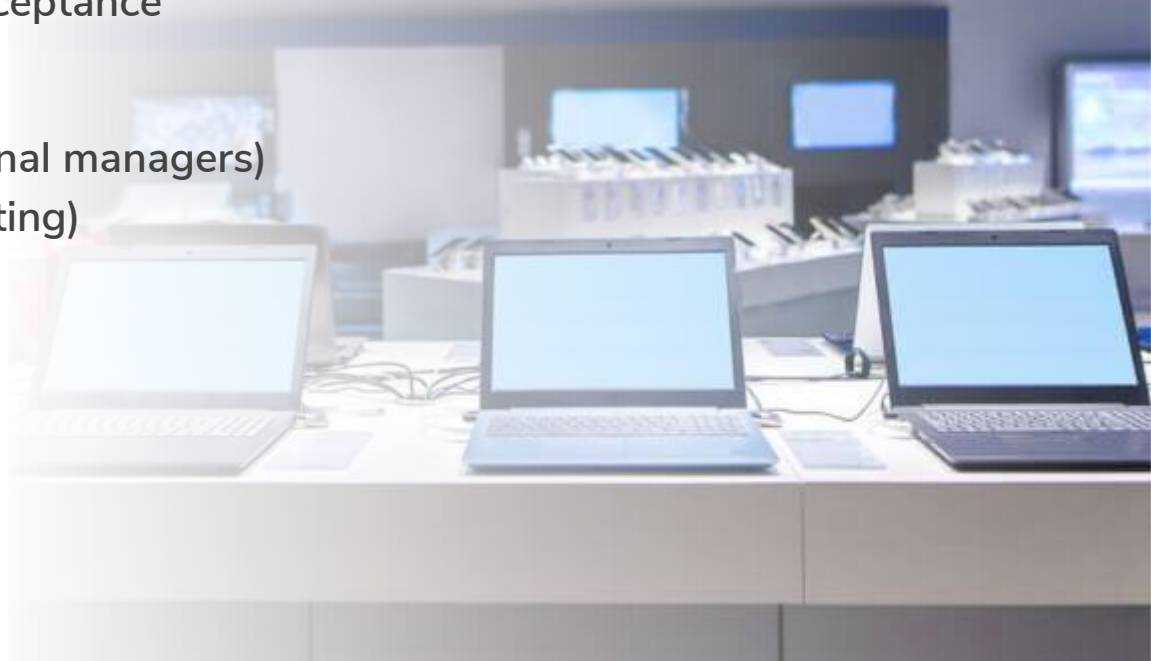


- Regular cleaning procedures execution
  - Constant data collection reminding
  - Ensuring procedures are carried out properly
  - Instant data digitalisation
  - Real-time reporting
- Notification of ad-hoc needs
- Recording of losses (e.g. damages, thefts)

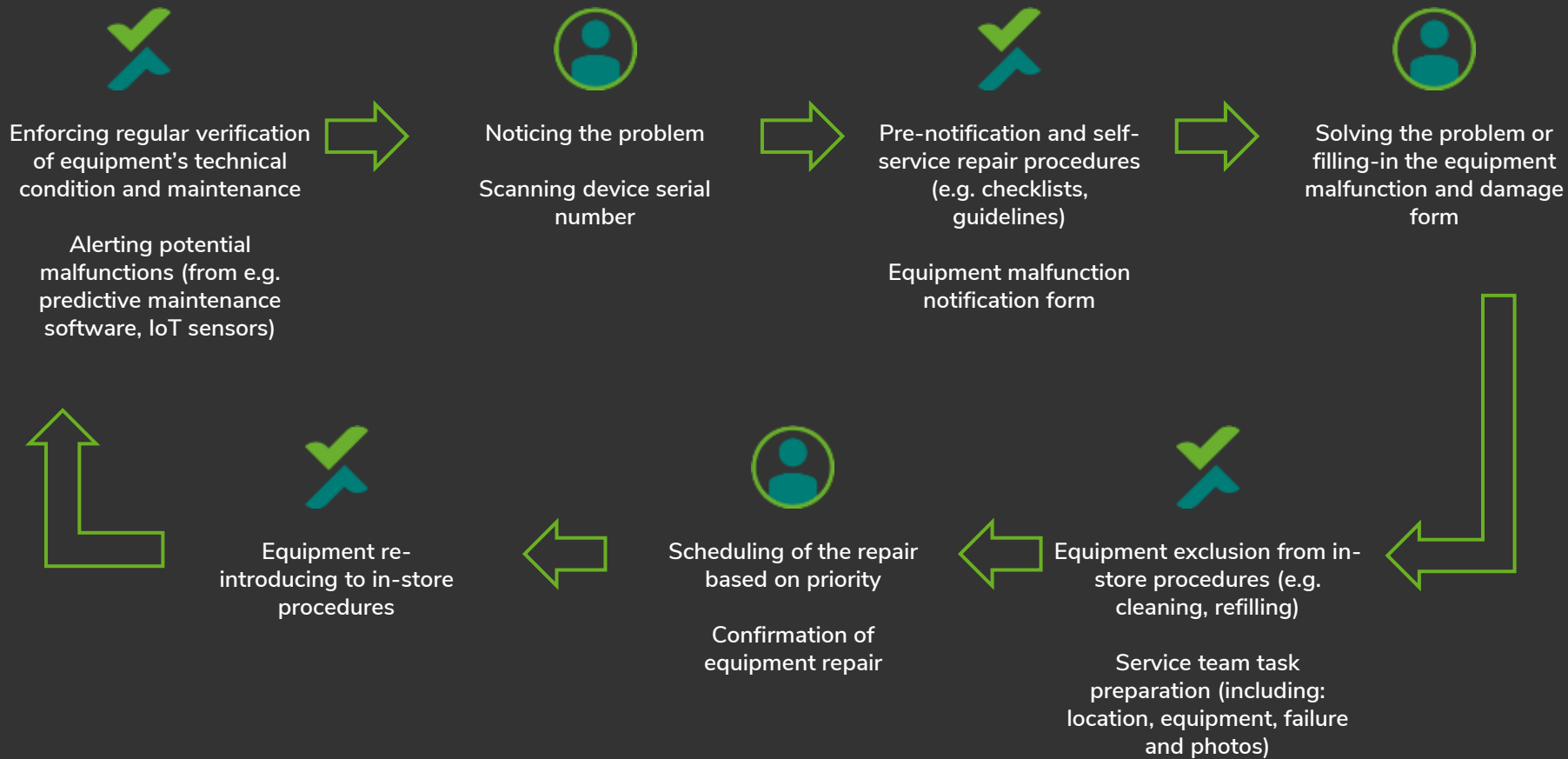




- Facilitation of in-store daily operations
  - In-store task creation and delegation
  - Real-time confirmation of task execution
  - Real-time feedback and acceptance
- Conducting recurring audits by:
  - Internal auditors (e.g. regional managers)
  - Store employees (self-auditing)
- Mystery shopping by:
  - Head Office employees
  - Other stores' employees
  - Market research agencies



# Maintenance & malfunction procedures



- Setup of project templates e.g.:
  - Seasonal VM implementation
  - Category management
  - Store renovation
- Measurement of project's progress:
  - Preview of progress on a single project level
  - Recurring projects status overview
- Comprehensive tool combining:
  - Kanban project management
  - Field force automation



- Confirmation of delivery e.g.:
  - Accordance
  - Quality
- Handling processes of:
  - Complaints
  - Returns
  - Damages and losses
- Reporting to suppliers
- Stocktaking





- Instant implementation of the basic elements of gamification
  - Points for task execution
  - Levels and progress feedback
  - Challenges
  - Leaderboards
  - Access to prize catalogues
- Cash transfers (Bank, PayPal)
- Tax and social security settlements



- Engagement of candidates during recruitment process
- Onboarding (forms, directions etc.)
- E-learning & in-task micro training
- Unified communication (via tasks and chat)
- Employee innovation programmes
- Employer branding (modern, dedicated and branded application)



# Real life example #1: Visual Merchandising

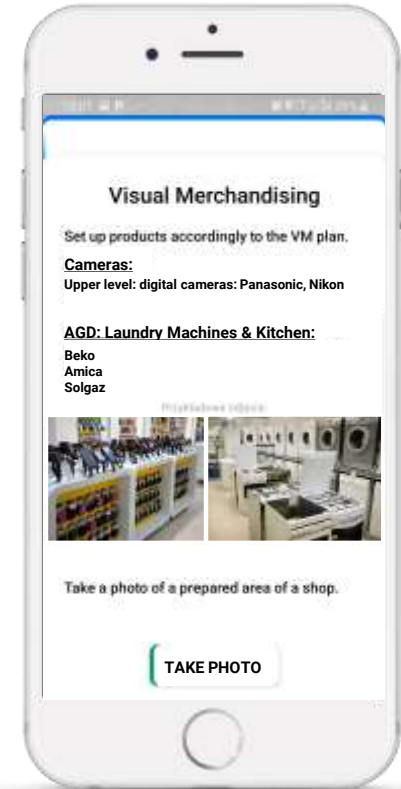
## Challenge:

- Rollout of the assortment for one of the seasons in all stores on one day.
- Marketing materials presence verification before the rollout.
- Providing guidelines to each store referring to its individual layout and other circumstances.
- Verification of new VM execution quality.
- Each area manager is responsible for multiple geographically dispersed locations.
- Integration of several forms of communication: email, WhatsApp, SMS into one platform.



## After implementing TakeTask:

- Operational directors distribute tasks automatically to each store referring to its individual layout and other circumstances.
- Store employees report in real-time the placing new items on the shelves, implementation of new VM elements and other current duties by photos, videos and completed forms.
- In one app employees can also share comments, report missing items and receive faster feedback.
- The whole process is registered and controlled on an ongoing basis, which minimises the possibility of false reporting.
- Real-time monitoring of tasks' progress and compliance with the standards enables fast reactions regardless of managers' location.





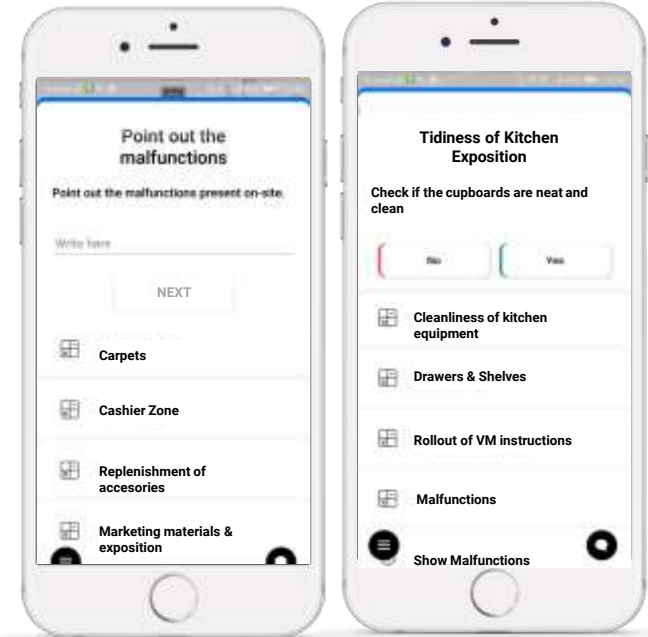
# Real life example #2: Cleanliness

## Challenge:

- Remembering opening and closing duties and honest reporting of compliance.
- Performing cleaning duties on fixed time slots

## After implementing TakeTask:

- Replacing paper forms with the application helps to organise and prioritise work as well as prevent duplication of tasks on the store level.
- Managers can create in the mobile app ad-hoc tasks to store employees based on the current situation at the stores (e.g. keeping order in the store during the sales, stock replenishment after opening hours).
- Headquarters gained real-time control over the performance of each task, which raises the standards of cleanliness in the entire chain of stores.



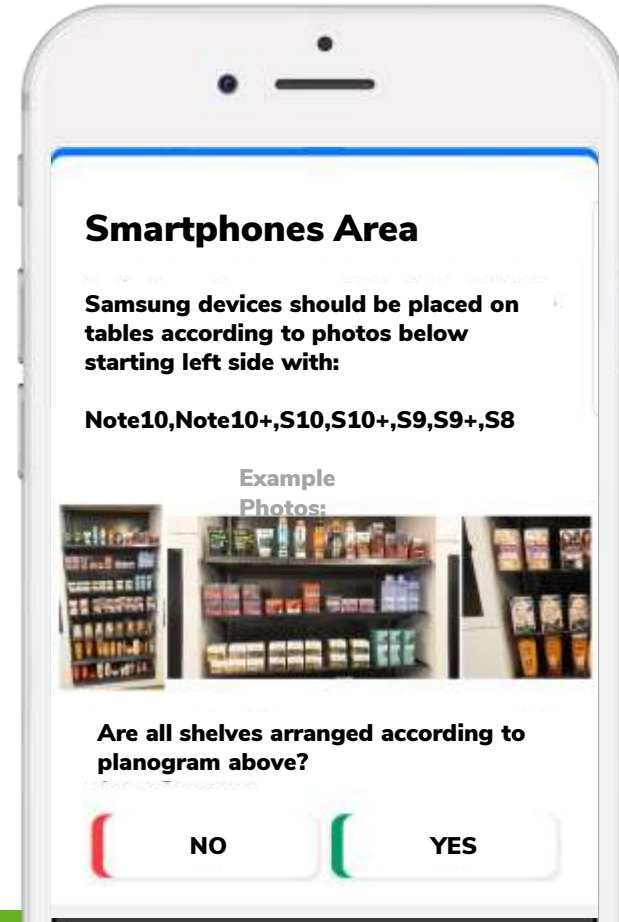
# Real life example #3: Planograms execution

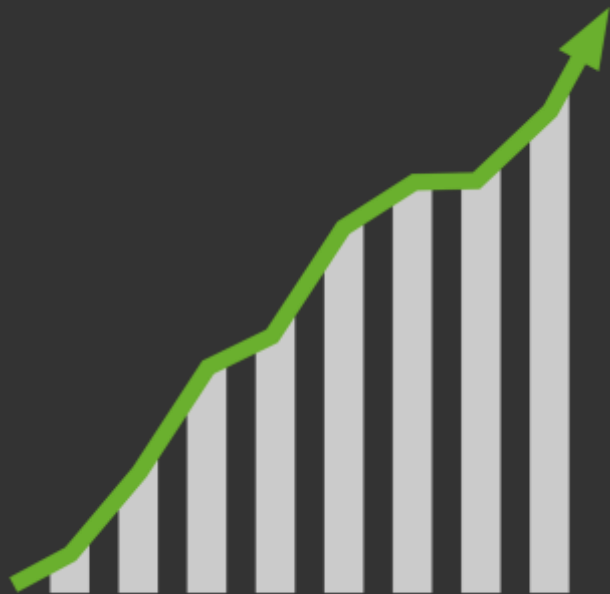
## Challenge:

- Placement of goods in accordance with the planogram and on-going reporting to head office to ensure consistency with the category management guidelines.
- Providing an identical layout on the shelves allows customers to find products faster and promotes sales of higher margin products.
- Maintaining maximum on-shelf availability of products to prevent potential loss of sales.
- Real-time control of how the products are physically arranged on the shelf and control that there are no out-of-stock cases.

## After implementing TakeTask:

- The TakeTask mobile application displays an adequate task on a regular basis.
- An employee takes a photo of the shelf.
- Pictures are automatically displayed in the regional managers' or category managers' application. They either accept it or reject and return with tips on how to improve the layout.





- **Comprehensiveness** – all-in-one application tailored to many needs
- **Consistency** of operational and **visual standards** in all stores
- Increased **work efficiency** thanks to process optimisation
- **Effective distribution of tasks**, faster and consistent communication
- **Permanent monitoring** of store level execution and efficiency of operations
- Higher quality of **customer service**

# TakeTask competitive advantages



**Fast task preparation and distribution**

**Quality control & fast reporting**

**Safe environment**

**Customisation**

**Modern user experience**





# Fast task preparation and distribution

- Drag & drop task editor (25 action blocks)
- Google Maps integration
- Locations, equipment and user management tools
  - Categories
  - Tagging
  - Groups
  - External integrations
- Personalised, dynamic content for location and users
- Timing management (one-time, recurring, triggered task)



- GPS location
- Timestamps
- Pictures, videos, sound recordings
- Integrated image recognition
- Signature capture
- Built-in OCR

**ABBYY®**

- EAN and QR code scanner

Integration with Scandit

**SCANDIT**



- Microsoft technologies (.Net, Xamarin)
- Dedicated Azure cloud instance
- GDPR ready
- Online and offline mode on mobile application



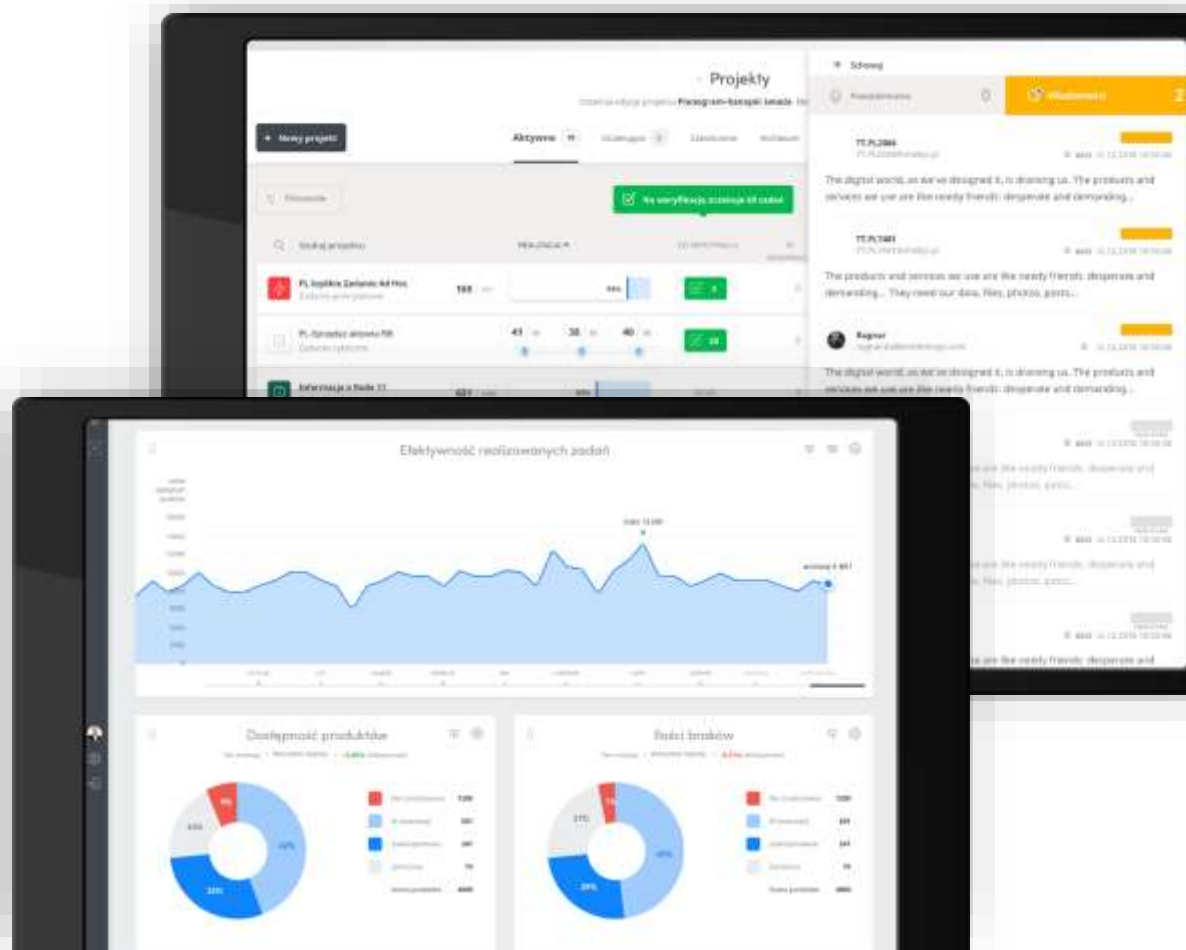
- Integration with system and databases (e.g. via API)
  - Client's
  - Third party
- IoT ready (e.g beacons)
- White label – customer's branding
- Multi-language





# Modern user experience

- Intuitive interfaces
- Clear dashboards
- Mobile and online App
- Multi-channel user notifications (Push notifications, SMS, e-mail)



# We are trusted by

ROSSMANN

Ministerstwo  
Cyfryzacji

The logo for CCC, with "CCC" in large orange letters and "SHOES & BAGS" in smaller black letters below it.The logo for Auchan, featuring a red bird icon and the word "Auchan" in red.The logo for PMT, with the letters "PMT" in large green font.The logo for Shell, with the word "Shell" in large yellow font.

SCHIEVER  
Polska Sp.z o.o.



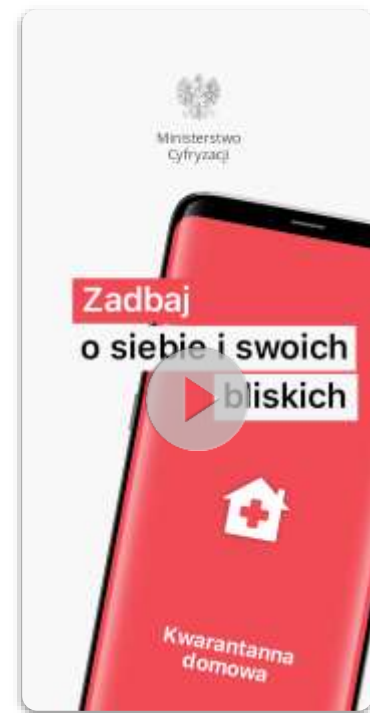
# Valued partner

TakeTask is a technology company with an experienced team, which provides enterprise software that responds to the market need to manage distributed teams, enabling the management, allocation, execution, reporting, verification of tasks consisting of one or more steps on a large scale in multiple locations simultaneously.

Examples of tasks: checking cleanliness, verifying food temperature, product exposure or reporting hardware failures.

When such a need arose, we did not wait, we prepared in record time, the "Home Quarantine" application.

"Fast and efficient implementation of this system is a response to a real social need, built on the experience of the TakeTask team in building scalable safe solutions for large business."



We enable the testing of our application on your own processes:

- Dedicated Project Manager assistance
- Exemplary processes provided by the client
- Preparation of the first version of digitised tasks
- Fine-tuning of processes
- Possibility of testing the application with clients' employees
- Identifying quick-win areas of implementation



# Operational excellence through digitalisation



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