

LARGE NATIONAL RETAILER

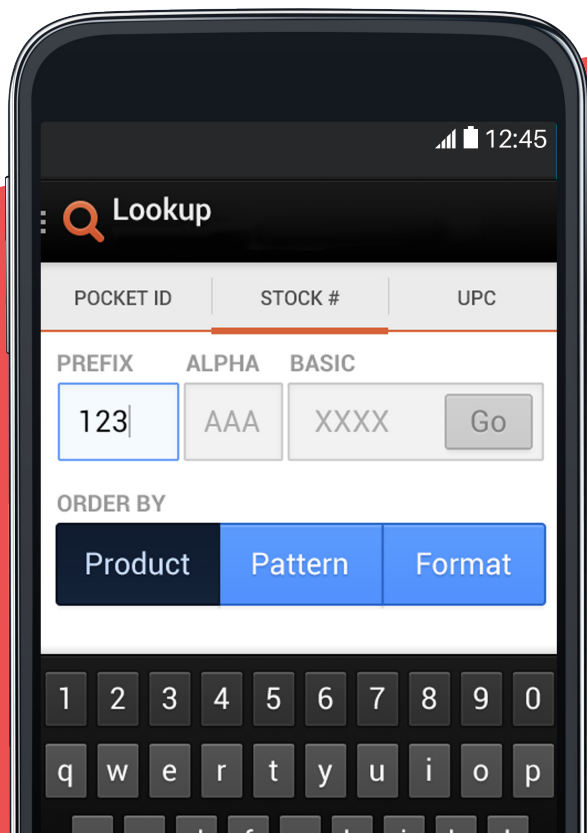
50,000 Employees Now Handling In-Store Merchandising From a Mobile Device

An American retail giant was using clunky old technology to deal with its national retail distribution system. That system couldn't manage their store inventory database with hundreds of thousands of products. Employee workflows took weeks to learn, were inefficient in the field, and created too many errors. The company needed a custom Android app that their 50,000-person workforce of non-native mobile users could easily adopt. And they needed it fast.

Sourcebits got up to speed quickly and took only **1,850 man-hours to meet 3,500 system requirements** and design and develop the client's new mobile app. The new solution is accurate, easy to train and dramatically improves employee productivity.

SOURCEBITS SOLUTION

Working closely with the retailer, Sourcebits designers reviewed how employees used the old system - and their workarounds - to understand their needs and explore how they could work more efficiently. The resulting mobile app covers the functionality of eight traditional solutions so employees can easily check the status of shipments, place new orders, and take accurate inventory of on-hand products. Employees now scan on the go, providing the entire national retail chain with accurate and robust data in an easy-to-read format. The app's single, clean interface reduces the amount of time employees spend on merchandising, so they can focus on customer service.



THE RESULTS:

- \$400,000+ in annual savings
- 1.2 Million hours/week spent in the app
- Training now 1-2 hours vs. 1-2 weeks
- 8% to 16% increase in overall employee performance per store visit
- 12% increase in inventory reporting accuracy
- Improved employee satisfaction

HOW SOURCEBITS HELPED

- Designed a clean, pixel-perfect user interface
- Ran user testing for feedback & adoption
- Produced task-oriented workflows
- Increased accuracy, efficiency & productivity
- Reduced the number of steps a user takes to complete work



Too few companies understand that their internal mobile technology is critical to their workflow. Employees need a strong UI design just as much as external customers do. Customized, capable internal mobile app solutions can generate happier employees and a better bottom line. I'm proud to help our clients make that happen.

- Piotr Gajos

Sourcebits Chief Innovation Officer



THE BIG TAKEAWAYS

- Employees want consumer-level mobile workflows
- Complicated business requirements need to be broken down into simple user experiences
- Invest in design to realize ROI in reduced training costs & increased efficiency

ABOUT SOURCEBITS

Sourcebits makes awesome apps. The world's most innovative companies choose Sourcebits to win at mobile business. Since 2006 we've created 600+ apps, used by 200+ Million people around the world, and 30+ apps have hit the top ten. Smart mobile strategies. Beautiful user interface designs. Powerful app development. Stand-out launch marketing. Comprehensive product lifecycle management. That's the mobile-first metaverse Sourcebits delivers.

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