



**praxis**

# Praxis

REPL and Praxis Drill Down  
into the WFM Detail



**REPL**

# THE CLIENT

Praxis is one of the largest DIY retailers in the Netherlands with 146 stores, including 39 megastores, and 4,500 employees.

Offering over 35,000 products to do-it-yourself enthusiasts, the company prides itself on extensive choice and great prices.



**REP**

# OBJECTIVE

Praxis needed a hard-working new solution to its workforce management challenges. Top of their list was overhauling how it planned employee workloads to ensure a balance between efficiency, effectiveness and customer service.

They began their search for a leading-edge planning solution that would guarantee the right person being in the right place at the right time.



**REPA**



# THE SOLUTION

After extensive market research, Praxis selected JDA Workforce Management from their Store Operations solution.

As well as meeting all their functional requirements, including a straightforward user interface, the company were reassured that Global Gold Partner REPL could implement it swiftly and expertly.



# RESULTS

REPL's experienced team implemented JDA Workforce Management for Praxis in just three months. They then completed a successful roll-out in 80 stores in four weeks.

The new system made an immediate impact, at store, management and board levels, as organising proper staffing levels became possible.



## SCHEDULING

Increased knowledge of workloads and the availability of employees freed up store teams' time to interact more with customers.

Martin Kip, store manager of the Praxis store in Amersfoort, said: **“We have achieved a lower workload. The scheduled hours are more manageable and there is real insight into the availability of our employees.”**

## STORE SUPPORT

At a corporate level, the solution enables leadership teams to have a detailed overview of activity at store level.

Ferry Peek, store productivity manager at Praxis, said **“At our headquarters, we now have insight into the planning and required working hours in advance. This enables us to better support the stores because we can now better align the required working hours and activity planning.”**

## END-TO-END RETAILING

Workforce management solutions traditionally help retailers to get a grip on their labour investments. Modern technology goes beyond this by digitally integrating every aspect of a business.

Praxis were keen to embrace this integration opportunity to drive sales and improve operational efficiencies.

While retailers have historically used separate management solutions for their stores, supply chain and customer contact centres, REPL deployed JDA Workforce Management across Praxis' entire retail operation. Stores, headquarters, production sites and service, distribution and contact centres are now all linked.

By implementing an integrated application throughout the organisation, REPL ensured both productivity levels and profits were maximised.

# THE REPL DIFFERENCE

REPL's expert consulting team worked collaboratively with Praxis' project team, consultants from Cap Gemini and colleagues from JDA to deliver exceptional results.

This teamwork, along with an agile approach, ensured a smooth implementation process with informed input from store personnel at every stage.

Thorough preparation and industry experience with retailers large and small resulted in a company-wide WFM transformation for Praxis.

Ferry Peek added: **“Now that the programme is operational, we will benefit at all levels in the organization. All of this is ultimately about getting the right people in the right place at the right time.”**



REPL

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