

Life After Lotus Notes.....





Who Are We?

DFS are the leading retailer of sofas and living room furniture in the UK founded in 1969, with more than 120 stores across the UK, Ireland, the Netherlands, and Spain. We employ over 3,600 people, from production and supply chain to retail and administration.

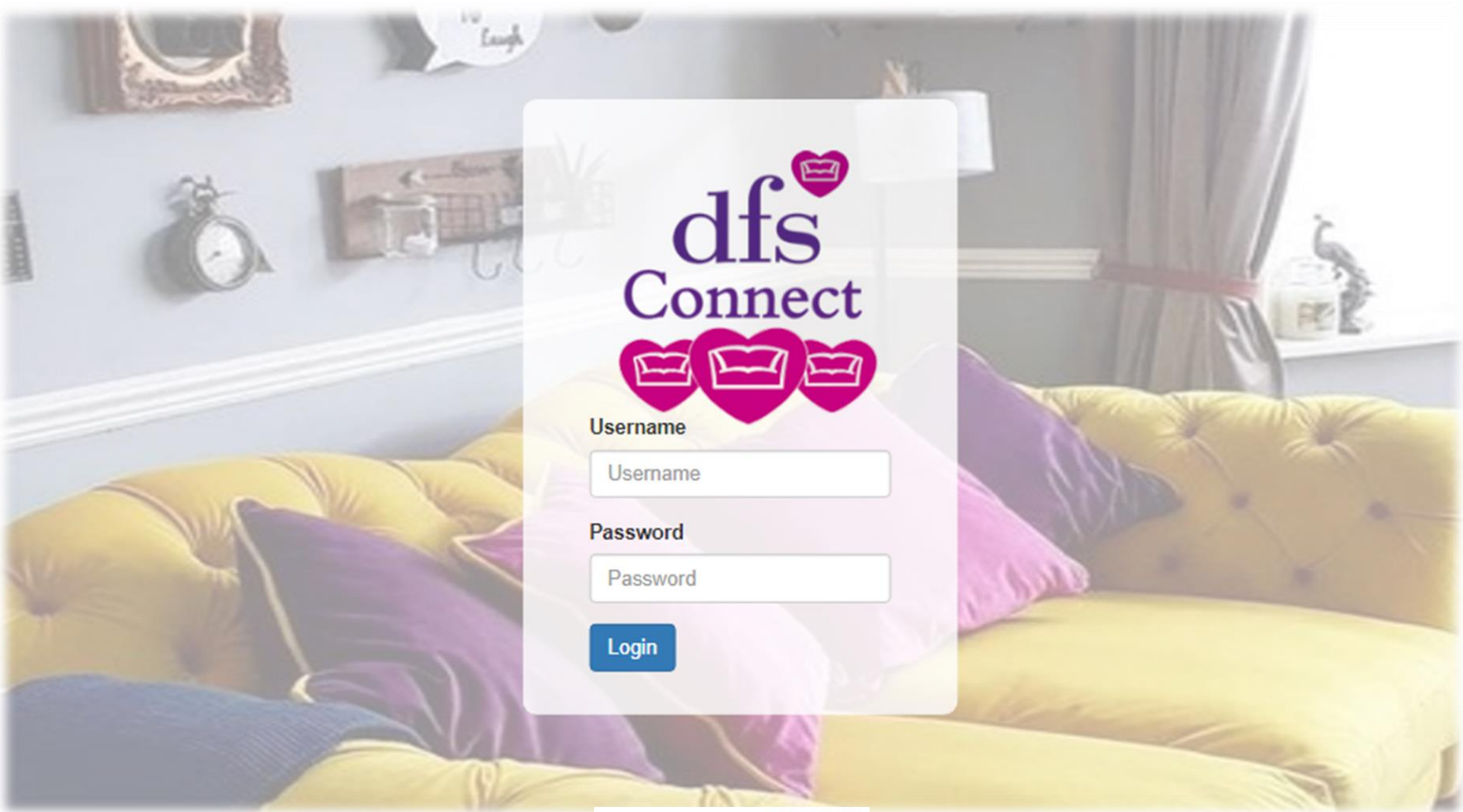


Why Did We Want To Change

- Email the only formal way of communicating
- Messages often diluted when posted and shared across Workplace, WhatsApp, Conference Calls..... To name a few!
- Unable to communicate directly with the sales team leading to Salespeople receiving 2nd hand messages and lack of engagement
- Task Compliance and store actions impossible to track
- No accountability to retail teams as to who may have actioned a task or request.
- Challenging to manage feedback or store queries without a clear process
- No one source of truth as too many areas of communication to refer to

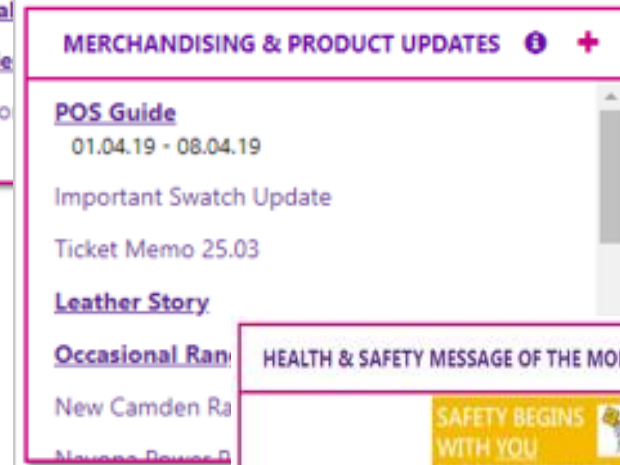
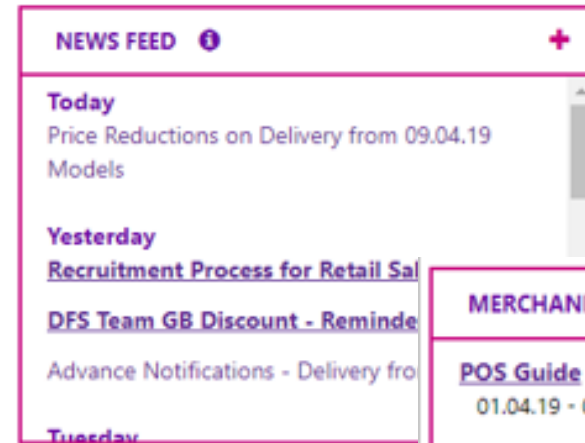


What We Created



The Initial Process

- Initial launch started with a pilot across an area of 14 stores, to support with the implementation I personally worked alongside the stores and teams for a number of weeks
- The site remained unnamed during the initial pilot. We utilised Workplace to spark interest and engagement posting polls and updates
- Initial design was kept simple and familiar to the existing intranet
- All of retail was live by the 17th June ensuring I attended all area meetings across the country to present and demo to Store Managers
- Email groups were then closed down ensuring Connect was the main channel of communication



What We Have Now

- A much slicker and informative site with a creative that compliments some of our own ranges and products
- A clear way of communicating ensuring everyone sees the news and content relevant to them
- Q&A that allows direct communication with the right team who can offer the best support to the store estate
- Connect has given our salespeople a voice by allowing a clear channel for feedback utilising ongoing surveys
- Managers can better organise their team being able to track their own set tasks and move away from the paper Task Managers

The screenshot displays the DFS Connect web application interface. At the top, there is a navigation bar with a home icon, a calendar icon, a 'Create' button, a search icon, a 'View' dropdown, a settings icon, and a user profile 'Cara - Root'. Below the navigation bar, the interface is divided into several sections:

- News Feed:** A vertical list of news items categorized by day (Today, Yesterday, Wednesday, Tuesday). Today's items include 'Range Plan Adherence - To Be Completed', 'Airsweb Store Weekly and Monthly Checks', 'Helmsley Occasional Range - Live from 18.06.19', 'Roscoe Scatters', 'Camden - French Connection', and 'Product Brief'.
- Store Tasks To Complete:** A table showing task status for Today (6), Overdue (9), To Do (0), Surveys (0), and Ongoing Surveys (1). Tasks include 'Share of business', 'Move Hamish sell off', 'Please complete a further 2 weeks rotas', 'Weekly Routines', 'Re glide new models that have been swapped like for like', and 'Range Adherence - No Stock Take Required'.
- Store Action Task Compliance:** A section showing 'Not Started (22)' tasks with a 'More' dropdown.
- External Links:** A section with a link to 'dfs DFS Benefits'.
- Navigation Buttons:** On the right side, there are three purple buttons: 'Retail Operations', 'Health & Safety', and 'Who's Who'.
- Messaging:** A messaging inbox showing 'My Messages (1)' and 'Q&A (0)'. The message list includes:

Title	Date	From
Feedback Surveys	07/06/2019 09:43	Cara MacDonald
Libby motion cuddler	04/06/2019 17:16	Cara MacDonald
messaging	03/06/2019 17:52	Joe Reilly
Dashboard	15/05/2019 17:12	Cara MacDonald
Messaging Feedback	08/05/2019 18:42	Alan O'Mahoney
connect messages	03/05/2019 19:52	Cara MacDonald
message	03/05/2019 18:33	Joe Reilly
Connect - Test Message	03/05/2019 18:22	Joe Reilly
Range Change Adherence	03/03/2019 11:08	James McDonald
Test from the application	28/02/2019 16:08	Admin Spoke
- FAQ Buttons:** A vertical stack of purple buttons for various FAQs: 'Click Here For Retail Ops FAQ', 'Click Here For Product, Price & Commercial FAQ', 'Click Here For Point Of Sale FAQ', 'Click Here For Merchandising Stock & Price FAQ', 'Click Here For Merchandising Stock & Related FAQ', 'Click Here For Financial Services FAQ', 'Click Here For Property FAQ', 'Click Here For People Services FAQ', and 'Click Here For IT FAQ'. An 'Ask A Question' button is also present.

Store Action Task Compliance

Not Started (22) More ▾

Task	Name	Ref
DFS Connect Training	John Bedward-Broomes	1000036480
DFS Connect Training	Tito Price	1000485577
health and safety	McKenna Cameron	6000000761
Move Hamish sell off	David Blanchard	1000000509
Move Hamish sell off	David Blanchard	1000000509
Please complete a further 2 weeks	David Blanchard	1000000509



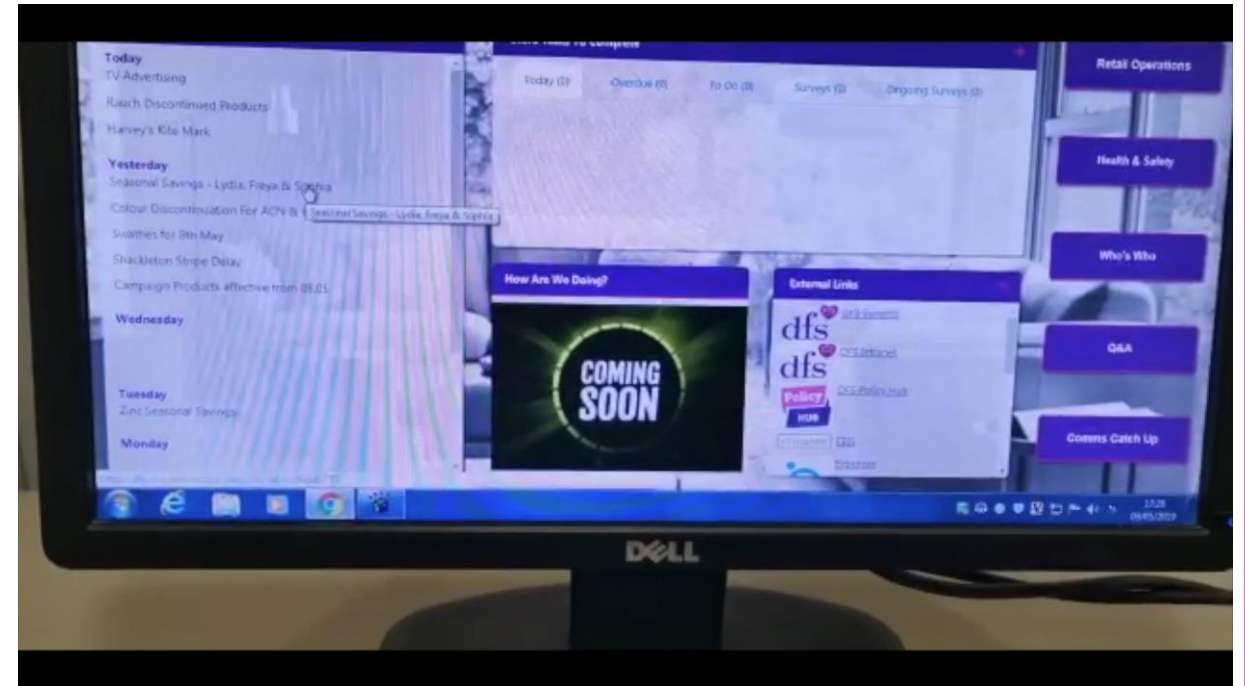
What The Team Think

- Compliance and engagement levels have significantly increased
- Salespeople now empowered to be able to find their own information
- Managers given more time on the sales floor to lead and coach their teams instead of using the time to constantly cascade information
- Managers more confident that specific operational tasks are being completed within the allotted timeframe and can be delegated when required
- Repeating tasks have saved time for a number of people across Retail without having to collate and chase data



What The Team Think

- Feedback process has allowed us to touch base with a number of people across retail and helping to shape the future of Connect
- General feeling across the team is that there is finally somewhere I can go to get the information I need when I need it
- Connect has helped bringing everything together, not just news and content but tasks and forms. A hub of the mostly used programmes and a connection to the Group Support Centre



Next Steps

- To expand users to include our Websales, International and full supply chain teams inc warehouse and drivers.
- Retail Operations will be continuing to work towards a one way of working without the complications of email and social network tools.
- Continue working with our support centre colleagues in order to further enhance Q&A and ensure there is a 'one source of truth' with response SLA's in place.
- Develop a document reference library that makes it easier for stores to locate regularly used documents enabling us to fully migrate from the intranet
- Currently exploring the potential to use Connect to improve workforce management across the business and will be introducing a KPI feed for everyone in store making it easier to track performance



Thank You

Any Questions??

