

Case Study: National Retail Chain

Charlotte Russe Expands ServiceChannel Use Cases to Slash Costs and Streamline Operations across the Company



Highlights

CONSOLIDATED AND COMPREHENSIVE VIEW of all KPI data for all key stakeholders, improving transparency and inter-department communications

STREAMLINE WORK ORDER SERVICE REQUESTS for multiple departments including FM, IT and Accounts Payable, saving costs and improving accountability

MITIGATING CORPORATE RISK by providing Legal and Internal Audit teams easy access to operational data

Quantifiable Results

\$1.5M+

SAVED IN SUPPLY/ EQUIPMENT REPLACEMENT COSTS THROUGH STREAMLINED PROCUREMENT PROCESS

60 HRS

ELIMINATED WEEKLY THROUGH AUTOMATED INVOICE PROCESSING AND EDI INTEGRATION

54%

REDUCTION IN FULL WORK ORDER RESOLUTION TIME

Company Overview

Charlotte Russe is a clothing retail chain store in the United States, headquartered in San Diego, California. Fashions in the stores are targeted at women in their teens and twenties. The company owns and operates 560 stores in many malls / shopping centers across 45 states.



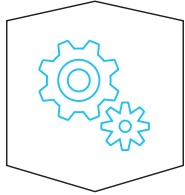
Challenges

Under new leadership, the Charlotte Russe facilities management team initiated a project to identify ways to further expand the usage of the ServiceChannel platform that the company had deployed years ago. Previous to this project, the company had been using ServiceChannel primarily as a work order management platform. Some specific operational challenges it wanted to address through this project included:

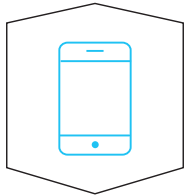
- Limited visibility and transparency of its operations due to lack of focus on analytics and reporting
- Slower than expected vendor response times for work orders including deferring the most difficult issues
- Little to no awareness of the value of ServiceChannel among other departments and stakeholders across the organization



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Service Automation



Mobile App



Supply Manager



Invoice Manager



Contractor Scorecard



Compliance Manager

Goals

Expanding ServiceChannel usage enabled the Charlotte Russe FM team a new way to examine its department goals and provided them the means to apply out-of-the-box thinking and innovations to how the team functioned. Specific goals included:

- Use ServiceChannel throughout the company to its full potential by onboarding other departments, e.g., Accounts Payable and Procurement
- Enforce consistent operations across all of its stores by ensuring all users - including its contractors - were using the platform at every location
- Implement an FM analytics and reporting process, a company first
- Hold vendors more accountable through a formal, data-driven performance management program

Solutions

The project also made it easier for the Charlotte Russe FM team to implement a variety of new capabilities by using additional tools and modules available in the ServiceChannel **Service Automation** portfolio. These included:

- Daily use of **Analytics Standard** to capture and track all essential data such as spending by KPI (by work order type, by trade, by store, etc.)
- Updating **Contractor Scorecards** on a quarterly basis for formal performance reviews with vendors
- Automating the tracking of contractor compliance and documentation (e.g., certificates of insurance) through **Compliance Manager**
- Providing store managers with **Location Dashboards** to give them an easy way to track work order progress and measure their performance by KPI
- Formalizing request for proposal (RFP) process through **Proposal Manager** for all work orders that exceed NTE pricing
- Streamlining work order management for routine work (e.g., window and floor cleaning) as well as required inspections through **Planned Maintenance Manager**
- Enabling District Managers with enterprise mobility through the **Mobile App** to keep track of work order status at all stores

“ServiceChannel has made our operations more automated, which helps us in so many ways. At first, I think we were using 5% of what ServiceChannel was capable of. Today, we’re operating at 90% of its full potential with room to do even more.”

–Shannon Markwell
Facilities Manager, Charlotte Russe



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- Expanding ServiceChannel usage to other departments for enhanced inter-department collaboration and communications:
 - Simplifying equipment replacement order process – e.g., light bulbs – according to well-defined policies (e.g., not to exceed pricing) using *Supply Manager*
 - Opening new IT tickets as work orders that are routed to the IT Help Desk
 - Simplifying invoicing and payment process for Accounts Payable through a combination of *Invoice Manager* and **electronic data interchange (EDI) integration** of ServiceChannel with a Lawson accounting system
 - Mitigating corporate risk by providing Internal Audit and Legal departments with full access to *Service Automation* to investigate problems, potential issues

Benefits

Charlotte Russe achieved a number of **operational breakthroughs** through its expanded use of ServiceChannel across the company such as:

- **Comprehensive and consolidated view of operational data** for all key stakeholders in one place, which has improved transparency and communications. For example, the Legal department used location notes as evidence to defend the company in lawsuits
- **Single, unified platform** to initiate and manage corporate-wide service requests for improved accountability, performance and to mitigate risk
- **Cost savings across multiple departments**, e.g., enabling better staffing efficiency by eliminating manual invoice and payment processing

“I don’t understand how people can manage their facilities without a system such as ServiceChannel, especially when you’re responsible for an environment of more than 500 stores across the country. With ServiceChannel, there’s no opportunity to miss anything. Everything is always just there.”

–Shannon Markwell
Facilities Manager, Charlotte Russe

Results

Expanding ServiceChannel usage at Charlotte Russe has already yielded **significant, quantifiable results** for the FM and other departments such as:

- **Saving more than \$1.5 million** in a single item, replacement light bulb costs, by enforcing Procurement policies through ServiceChannel
- **Eliminating more than 60 hours per week** of invoice and payment processing work to expedite vendor payments
- **Reducing full work order resolution time by 54%** in terms of average days over an 18-month period, after the company “turned on” ServiceChannel Analytics

About ServiceChannel

ServiceChannel provides facilities managers with a single platform to source, procure, manage and pay for repair and maintenance services from commercial contractors across their enterprise. By delivering unprecedented transparency and data-driven analytics of service quality, across all trades, locations and contractors, facilities managers drive significant brand equity and ROI for their organizations without outsourcing or investing in new infrastructure. The world’s leading global brands use ServiceChannel solutions daily to help optimize millions of transactions and billions of dollars of spend annually.

