

# Case Study

How Lawrence Merchandising  
uses cloud based workforce  
management to schedule labor  
and ensure quality execution



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# Fast Facts

## Clients

3M  
Lindt  
Target  
Soda Stream

## Programs

Continuity Solutions  
Project & Reset Solutions  
Category Management  
On-Demand Solutions  
Seasonal & Holiday

## Locations

United States  
Puerto Rico

**“Natural Insight makes it easy to schedule the right people for the right jobs and gives us the reporting tools we need to verify that we’re delivering the highest quality merchandising solutions to our customers.”**



- Andrea Kraatz,  
WORKFORCE MANAGEMENT SUPERVISOR

**The key to successful merchandising is having reliable staff that completes retail tasks with consistent quality and having systems in place that produce real-time and intelligent reports for customers.**

**The Objective:** (1) Automate the process of scheduling labor for retail merchandising projects. (2) Make it easy for employees to do their work (e.g. see and accept jobs, verify completed tasks, and share operational data with managers. (3) Enable managers to collect, analyze and report relevant data to key customers.

**The Solution:** Innovative cloud based workforce management software that enables Lawrence to: (1) automatically schedule employees based on relevant attributes including skill, location and preference, (2) give workers a simple way to accept, perform and verify completed work assignments, and (3) collect, analyze and share operational data with key customers.

**The Challenge:** Manually scheduling labor for large-scale merchandising projects is time consuming and expensive. Part-time employees need a simple way to review, accept and verify completed work. Managers struggle to consolidate data and formulate reports for key clients.

**The Results:** Management can easily schedule merchandising work across hundreds of distributed staff and stores. Employees can easily review and accept the work that has been offered to them and can report data in real-time based on completed tasks which, in turn, enables Lawrence's corporate managers to provide real time project reporting to key customers.



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**About Natural Insight** | Scheduling | Task Management | Time Keeping | Analytics

Founded in 2006, Natural Insight delivers cloud solutions to consumer brands, retailers and merchandising and marketing agencies to improve field execution across the retail ecosystem. Considered to be one of the industry leaders, Natural Insight has collected in-store execution information on behalf of hundreds of brands and managed over 34 million assignments in more than 120,000 stores across the world. Our customers rely on our fully integrated mobile and web-based solution to manage distributed workforces, assign and manage work, verify completion and compliance, as well as collect and report on field data.

Natural Insight is headquartered in Sterling, Va., with multiple international offices.