

CASE STUDY:

JD Sports:

Increasing Customer Conversion by 250BP in 12 weeks
Through Employee Empowerment with ReStore.





Introduction :

As JD Sports expanded its store footprint by 100% Year over Year across APAC and 250+ stores a year globally, balancing operational efficiency with exceptional customer and employee experiences became increasingly demanding. Rapidly growing a large, transient, and geographically diverse workforce with little connection to management resulted in lapses in the company vision & inconsistent standards for success. Customer & employee success measurements failed to accurately reflect a rapidly growing brick-and-mortar environment - relying on traditional CSAT style lagging measurements. What JD really needed was a high-quality, visual understanding of their stores in real-time, leading them to engage ReStore.

The ReStore platform, by Hilco Consumer Retail (HCR), elevates customer satisfaction and boosts revenue by allowing JD Sports to explain experience drivers, swiftly connect products to customers in-store, and proactively engagement employees. JD's operations leadership use ReStore to easily understand the state of their store fleet with down-to-the-minute surveys, pictures, and tasking information. Easily combining store level data allows district and area management to notice opportunities and prioritize time effectively, then use photo markup, survey creation, and tasking/communication features to capitalize on these opportunities at a store or individual employee level. ReStore became a critical tool for streamlining operations and increase customer conversion.

Creating a Data-Driven Culture of Everyday Excellence:

Initially adopted for managing promotions, JD Sports quickly recognized the platform's broader potential and integrated ReStore into management to combine insights on shopping trends, inventory, and labor. Today, JD uses the data from ReStore to nimbly identify opportunities for continuous improvement - informing strategy and supporting their retail teams to better service customers.

ReStore™ provides access to previously ignored qualitative behavioral data on the customer & employees. Instead of looking at financials and calling or 'WhatsApp-ing' stores, leaders view a dashboard to immediately see problems, and then connect pictures, comments, and surveys to explain "why" financials were reported. These insights reshape decision-making processes and operational management by aligning daily activities such as visual merchandising, back of house, loss prevention, and team training with financial goals. ReStore™ continues to redefine JD Sports connection with customers and employees.



Empowering Store Managers & Employees:

Store managers
and frontline
associates
connect on a
deeper level.

Market leading real-time visual documentation, customized performance analytics, and intuitive AI empower store managers to oversee multiple locations precisely at scale. Instead of relying on outdated manuals delivered through a Dell computer sitting in the back room somewhere, managers can deliver comments and instructions in real-time or even markup photos to paint an exact picture of what they need completed.

Real-time training allows managers to provide truly useful feedback and recognition, collaborating with frontline employees on a deeper level to ensure compliance with merchandising standards, and systematically deploy new processes. The expertise, support, and compassion of JD's best managers available in every employee's pocket resulted in a reduction in service times (the time it takes an employee to get product into customer hands) by over a minute in the first 12-weeks ReStore piloted.

Enabled Employee's Mean Happier Customers & Increased Conversion:

ReStore™ correlated customer satisfaction metrics such as first impressions, staff availability, encouragement of try-ons, and store knowledge with operational improvements to create a culture of continuous improvement. ReStore measures the true drivers of customer experience through feedback from on-the-ground store-teams instead of impersonal CSAT scores or third-party surveys, allowing JD to keep a finger on the pulse of its most significant revenue driver. A 250 BSP lift in Customer Conversion across the 12-week pilot and improvement to traditional metrics like Net Promoter Score also increased by 2 in the same period showing ReStore's central role in success.



Collaborative Partnership, Not Software Sale Drives Outcomes:

Preoccupied with rolling out new stores, JD Sport’s operations leaders and managers don’t have the time to deal with another software solution. Hilco’s pedigree – operating over 5000 stores a year across multiple categories – provides the expert retailers necessary to support JD’s specific operational demands. Having actual retailers instead of software engineers perform weekly consultations addresses emerging challenges and opportunities & allows optimization and deployment across JD Sports’ extensive workforce.

...a distinctive approach to prioritizing employee engagement and accountability over mere productivity enhancements.

True collaboration fosters a proactive work-environment and allows JD employees to take ownership of the platform instead of just checking off a box. Using ReStore as a vehicle for employees to set expectations and participate in strategic decisions empowers employees instead of concentrating on maximizing proactivity & mundane tasking.

By supporting career development and encouraging growth and commitment to excellence, JD cultivates a motivated workforce & better customer interactions and heightened satisfaction — a recipe for sustainable success in the retail industry.

Looking Ahead to Drive Industry Wide Change:

As JD Sports continues to expand the use of Restore™, it underscores the potential of technology to do more than just streamline processes but rather inspire a culture of collaboration, engagement, and continuous improvement that benefits the bottom line. JD plans to expand ReStore™ to new regions & collaborate with the ReStore team to continuously refine the platform to align with evolving strategies such as Artificial Intelligence to preserve and institutionalize the knowledge of top store leadership.

JD & ReStore showcase a distinctive approach to leveraging technology that prioritizes employee engagement and accountability over contractionary cost-saving measures. While many retail technologies aim to drive efficiency or replace human labor, ReStore™ fosters deep connections between store teams and customers. In an industry where over 70% of sales are driven by physical stores, our platform inspires accountability and facilitates meaningful conversations, leading to a bright spot of sustainable financial & operational improvements in a world of quick fixes and declining revenues.