

Thoughtful Solutions:

What  *thinktime*™
Clients Are Saying

ThinkTime is the worldwide leader in retail task, support and communications solutions. Our clients include everything from growing domestic outlet chains to blue-chip multinational name-brand stores.

We went right to the source to learn how these innovative retailers are using our platform to solve some of today's key challenges.

1

BRING VISIBILITY TO TASKS IN THE FIELD

"Before ThinkTime, we used a combination of email and our brand intranet. It was one-way communication, with no tracking or feedback. Everything was manual. We didn't have a platform for communications and we didn't have the resources to communicate with the stores.

"Now tasks are easier - we can upload pictures, send out last minute changes and make sure the stores execute."

"I use [ThinkTime] to keep track of my tasks when I have Area Manager responsibilities. It gives me a nice overview. I also use it to look up the Store Concept or Space manuals if I am in doubt about something."

INSTANT ROI

"During our pilot with ThinkTime, we tested a doorbuster communication; set doorbuster, show us what it looks like and we'd give feedback. We tested with the 2 districts that were piloting the software. We found their sales were higher than non-pilot stores. That alone has been beneficial.

"Our brand strategy is working better now. Time is the biggest thing. Store associates able to be more productive based on how info is presented in ThinkTime. They're able to spend more time engaging with customers directly.

"Especially during the holidays when there was so much going on! People don't have time to check email when they're busy. In the past, our communications came through so many different channels. Now they can log in one place and they're done.

"This holiday season was a lot smoother than prior years."

2

BALANCE WORKLOAD FOR STORES

“In a lot of ways, ThinkTime has taken some burden off our store leaders. Thinking of compliance issues; it takes the burden off our managers. They don’t have to schedule all these things; we schedule and they just have to follow the task guidelines. They see it as their day planner. Everything is spread out throughout the year so they’re not overwhelmed.

“In the past, associates have expressed concerns about communications – how hard it was to understand what our priorities were. It was a mutual concern. ThinkTime fulfills an incredibly important function. It’s allowed us to grow our culture in a way that we didn’t expect. It’s efficient, it’s more transparent, and it’s been easier for our associates to understand our expectations and respond.”

“I usually go to [ThinkTime] in the morning, at noon and in the evening to see if there is important news. There is at least one message from our District Manager per day, and generally I think we get more information now than before.”

BETTER ENGAGEMENT, BETTER IDEAS

“At first, we weren’t even thinking of associate engagement – we were simply thinking task management. We started to think about engagement later on in the pilot phase, and realized it has the potential to be our biggest opportunity.

“At the store level, we used to have a bulletin board for innovation. Associates would write ideas on a Post-it, stick it on the board, and managers would decide if it got presented to corporate. It was a long process. We thought, why can’t do this through ThinkTime?

“We set up an anonymous link on the dashboard where associates can submit their ideas directly. They can do so anonymously or claim the idea as their own. We’re going to officially launch in a couple of months, but it’s working before we even announced it.”

3

PROVIDE BETTER SUPPORT FOR TASK REQUESTS

"While we started using ThinkTime to distribute tasks, we found pretty quickly that users get accustomed to how things are presented in the platform. We now use the task support function, message boards, custom forms weekly and daily. We just launched Store Audit and we're using it for audits and actual visits. It's intuitive.

"Our stores want us to use ThinkTime more. Immediately we got requests and feedback that they love it and want us to put more things in. Store managers are using it to support their assistant managers. They're coming up with ideas all the time of how to use ThinkTime."

"It makes a lot of sense to us. We put almost everything in [ThinkTime] now – even everyday tasks, such as our closing routines. It makes it much easier for new employees to get up-to-speed when we do this."

EASY, INTUITIVE TRAINING

"With commination coming through so many different channels, our associates had a hard time keeping track of everything. We knew some were wary about learning yet another communication tool, but ThinkTime provided use with such great resources.

"We recorded a webinar and short videos to support the written resources. We found that was really effective. A lot users who had struggled in the past have no problem using ThinkTime."

4

GIVE FIELD LEADERS MOBILE TOOLS

"Our district managers access ThinkTime on their iPads. They love it. It's lightweight. As they're doing store visits, they quickly capture what they see and add more notes on their laptop later. They find it saves everything and it's easy to go back and edit.

"Before ThinkTime, each district manager had developed their own strategies for task management and each leader is very different. ThinkTime gives a consistency and allows them to manage their own style."

"[ThinkTime] gives a much better overview than before, and it has become much easier to follow up on tasks. In the past, paper notes were everywhere in the office, and sometimes we were in doubt whether a task was finished. Now everything is on the phone and we can all see if a task is resolved,"

GET MORE TIME WITH THINKTIME

"As corporate gatekeeper, I didn't realize how much time it was going to give me back in my day. I didn't realize how much time I was spending chasing down feedback. [ThinkTime has] allowed me to make better use of my time. With less admin tasks, I'm focused on how to use ThinkTime to manage engagement and content."

"There has been much more focus on sales now because the tasks are on the mobile, and everyone knows what to do. We can use our energy on sales and great customer service.

"We're a relatively small store, but when I look at our results, I really think this can change a lot in the big stores."

The Advantage

It's written right into our name: we build thoughtful tools that help you maximize your time. To learn how ThinkTime addresses your corporate communications challenges, contact us at **info@thinktime.com** or **877-844-4462** today. **www.thinktime.com**