

# Ease of Use: 7 Different Reporting Feats

Retail merchandisers want their "feet on the street" to "hit the ground running" after new technology is deployed. What else makes the case for an easy-to-use reporting technology?

## Keep Your Employees...

Field reps are the lifeblood of reporting for merchandisers. **Employee churn rate** is a critical factor in operational and training costs. What if you made their life easier and while doing so, you get higher productivity from them? What if the tool you ask them to use on the job is actually something they would want to help purchase?

**Employee Satisfaction and Retention.**

## Shorter Learning Curve...

A good chunk of your ROI resides in the time between purchasing technology and *actually using it in practice*. A product must be easy to use on both ends of the reporting cycle—the field reps entering data and the managers creating their reports. Less time training and more time using will naturally accelerate payback.

**Accelerate Payback!**

## Your Fully Utilized Investment...

Obviously if a product is not understood completely, it is not being used to its greatest potential. You don't want tech investments sitting idle! The goal is to get everyone up to full speed as quickly as possible so that they use the product *freely and with confidence*. Not just your field reps—**everyone who needs those critical reports.**

**Enjoy the Powerful Effects of Reporting at All Levels of Business.**

Fact #1

Fact #2

Fact #3

## Fact #4

### Free Up Your IT Staff...

Many merchandiser companies have their IT staff running various reports for executives and clients **on a daily basis**. What if executives themselves or *even your clients* could run their own reports? What is that worth to you? Our surveys show that **88% of merchandisers** list "ease of use" as a key factor in buying technology.

**"Roll Your Own" Reports Quickly and Easily.**

## Fact #5

### Easy to Use = Better Productivity...

...and it also equals ROI. Reps are trained and on the street faster, reporting is completed faster—improving customer satisfaction, more stores can be done by each rep, fewer errors due to frustration or misunderstood interfaces are encountered and office staff are freed from report management for other duties.

**Watch the Domino Effect.**

## Fact #6

### Control Your "Explosion of Data"...

Today's merchandisers are faced with an exploding amount of data. These include **time-sensitive promotions**, a phenomenal amount of SKUs/product information and ever-multiplying stores. Not to mention staying on top of out-of-stocks, defending shelf space and product cut-ins. To compete, your execution should be flawless.

**Field Execution should be Elegantly Simple.**

## Fact #7

### Leverage Across All Your Business Units...

Field reporting is not just for Operations! Why not allow Sales to look at the data and brainstorm for ideas like *cross-merchandising opportunities*? Why not collaborate and create some "*what-if*" *revenue scenarios* with Finance? If your answer is because it is too difficult to use or not flexible enough; perhaps it is time to revisit your reporting.

**Sometimes the Hardest Questions have the Easiest Answers.**



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