



LEGION®

HELZBERG
1915



CASE STUDY

Driving 20-Carat Performance How Legion WFM Helps Helzberg Associates Sparkle

Helzberg, a Berkshire Hathaway-owned jewelry retailer with over a century of experience and 230 stores across 36 states, is focused on becoming a digital-first company, putting people first—customers and associates alike.

Helzberg and its 1,600 employees embraced AI and digital transformation with Legion WFM to boost efficiency and productivity and deliver a best-in-class customer experience.



True productivity-based schedule optimization based on **five** daily disciplines



66% ↓ reduction in scheduling time

About Helzberg

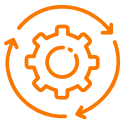
Helzberg, a Berkshire Hathaway company with over a century of excellence, is known for quality, trust, and standout service. With 230 stores in 36 states and more than 1,600 employees, Helzberg is a people-first brand using digital innovation to elevate the customer and associate experience.

The Challenge

Before Legion, Helzberg relied on manual, time-consuming scheduling, struggling to factor in labor standards, employee preferences, productivity, compliance, and budget constraints.

Creating optimized schedules was slow and complex, limiting store performance. To drive productivity, enhance associate and customer experiences, and free up time for what matters most—human connection—they turned to Legion.

The Solution



Automated Scheduling

- ✔ AI-generated schedules factor in performance, demand drivers, historical sales data, and shift preferences
- ✔ Automatically schedule top performers when they are needed most



Mobile App for Employee Engagement

- ✔ Give associates more control with tools to set availability, request time off, and swap shifts instantly
- ✔ All requests are tracked and time-stamped to ensure fairness



Improved Manager Productivity

- ✔ Real-time workflows speed up approvals and reduce back-and-forth
- ✔ Free up more time to focus on driving performance instead of admin tasks

Testimonial Quote

“Our stores LOVE how simple, clean, and user-friendly the UI and experience using the app is. The workforce management space is filled with dinosaurs, and Legion is the shiny new car in the space. They are innovating quickly, responding to customer feedback and scaling at lightning speed. The service is built from the ground up to leverage AI. In a world of products that have AI feeling like it’s bolted on, Legion feels very different.”

Ryan Holm,
DVP, Retail Innovation and Operations, Helzberg

The Results



Schedule Automation

“Legion AI is incredible. It is able to handle so much input that we give it—whether that’s employees requesting time off or voting on their shift preferences, looking at our traffic, transactions, and net sales historical and trend data, as well as taking employee performance into the equation. It’s able to handle all of that and generate a wonderful schedule within just a few seconds.”

Ryan Holm,

Divisional VP of Retail Innovations & Operations, Helzberg

“One thing that I really care about and Legion does so well is the ability for setting preferences at each team member level... and their date and time-stamped requests. That’s important because sometimes there’s competition, right? And we need to respect the order in which those requests come in.”

Catherine Casey,

Store Manager, Helzberg





Modern, Intuitive App

4.9+ App Store Rating

“I love using the Legion app because it’s fair, friendly, and user-friendly. It’s convenient for me to submit my day off or request a switch of schedule... Keeping life in balance between lifestyle and my work is very crucial to me.”

Ellie Owjifard,
Manager Trainee, Helzberg

“It all works so well. I can introduce it to somebody and they can start using it effectively immediately.”

Catherine Casey,
Store Manager, Helzberg



Conclusion

With Legion, organizations get:



A mobile-first experience for clock-ins, time off, and shift swaps in one app



Real-time, trackable shift updates that ensure fairness and compliance



AI-powered labor alignment based on demand, traffic, and performance



More time selling, less time scheduling



Real-time mobile communication that keeps teams aligned

From eliminating paper-based processes to enabling real-time scheduling and communication, Legion helps Helzberg teams stay focused on what matters most—serving customers.

It's time to build a more innovative, faster, and more productive workforce strategy. See the results Legion can deliver in just 30 minutes.

[Book a Free Demo](#)

About Legion

Legion Technologies delivers the industry's most innovative workforce management platform. It enables businesses to maximize labor efficiency and employee engagement simultaneously. The award-winning, AI-native Legion WFM platform is intelligent, automated, and employee-centric. It's proven to deliver 13x ROI through schedule optimization, reduced attrition, increased productivity, and increased operational efficiency. Legion delivers cutting-edge technology in an easy-to-use platform and mobile app that employees love. For more information, visit <https://legion.co> and follow us on [LinkedIn](#).



INTELLIGENT AUTOMATION | POWERED BY LEGION WORKFORCE MANAGEMENT

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