



ALDO Group North America Improves Operations and Employee Engagement with Legion Workforce Management



Industry: RETAIL

Employees: 5000 GLOBALLY

“Introducing Legion was transformative—associates went from limited visibility of their schedule to having them readily available in the palm of their hands.”



François Paquin

Senior Manager for Sales and Operations

About ALDO Group

ALDO Group was founded in 1972 and specializes in fashion footwear, bags, and accessories, and is based in Montreal, Quebec. ALDO Group operates two main retail brand stores—ALDO and Call It Spring—along with multi-brand retailer GLOBO. With more than 1500 stores across 110 countries, the ALDO Group has over 5000 associates in North America only.

Core values—love, respect, and integrity—are critical to the organization and directly impact the employee experience. ALDO Group describes itself as a “people first” company; one of its objectives is for associates to reach their full potential, and they pride themselves on making a big company feel small. One of the ways they do that is by really listening to their employees, soliciting their input, and ensuring they have a positive work experience.

The Impact of Technology on the Employee Experience

Technology can have a significant impact on the employee experience, which is why it was important for the company to select a workforce management (WFM) solution that was geared toward the associates and puts them first when it comes to managing their daily tasks, flexibility with scheduling, and keeping them engaged with what is going on in the stores and the company at large.

Before François Paquin, Senior Manager for Sales and Operations and Brad Hedrick, Sales Director at ALDO Group, began looking at workforce management (WFM) software to improve operations, associates had to take pictures of a paper schedule posted in the stores to stay informed about their shifts and, according to the ALDO Group’s “Voice of the Associate” survey, a cornerstone of employee engagement and retention, associates also desired more flexible pay options.

“I think flexibility is really key nowadays. We need to be flexible in order to provide our associates with the best possible experience in the stores. If they want to be able to take an extra shift whenever they want, to be able to swap shifts with their colleagues to attend to personal business, they can easily do that.”



François Paquin

Senior Manager for
Sales and Operations

Driven by a strong desire to keep benefits competitive and have an edge when recruiting in a tight labor market, the company believed that offering a solution for automated scheduling and financial well-being would be a big advantage and was another key reason they chose Legion Workforce Management.

These three key themes drove ALDO Group to select Legion WFM for an end-to-end workforce management platform:

- **Improved Communication:** Previously, they relied on store email addresses for communication, with managers cascading information to associates. This approach was inefficient and often led to delays.
- **Automated Scheduling:** Managing schedules across numerous locations and ensuring optimal staffing was complex and time-consuming. Associates had no easy way to request time off, swap shifts, or pick up extra work when available.
- **Elevated Employee Engagement:** Balancing operational efficiency with meaningful employee engagement was a critical challenge. Offering benefits that tied work more closely with pay wasn't possible with existing systems.

Introducing Legion was Like Day and Night

With a desire to reduce the burden on store managers for all internal communications, the implementation of Legion Frontline Communications enabled the ALDO Group to shift from relying on email-based communication to communicating more effectively with their associates. The solution supports compliant and schedule-aware communications with rich controls to set policies and powerful moderation tools to quickly isolate and resolve any issues.

With Legion Newsfeed, surveys can be distributed and tallied much more quickly, while Announcements and Chat allow store managers and associates to communicate directly in the app they already use daily for time clocks and schedules, which means associates are more likely to see the messages and be well informed.

Legion Survey and Polls allows managers and corporate teams to capture actionable data and insights on engagement and satisfaction with the most accurate associate information. Leadership can measure the reach of communications by tracking views, clicks, and responses to all their important communications.

“Building a schedule with Legion has been great because it’s intelligent, automated, and employee-centric—and that’s exactly what we need. You want to allow our store manager to spend less time building a schedule and spend more time on the sales floor, giving the best customer and associate experience.”

From Pictures to a Schedule in the Palm of Their Hand

With the desire to move away from scheduling “selfies”, ALDO Group managers fully embraced Legion to intelligently automate routine tasks like scheduling. This helped create a positive environment for employees, which has led to greater engagement.

Managers create optimized schedules with the click of a button, and they can quickly and easily offer shifts to associates and approve shift swaps from their mobile devices. Giving associates more flexibility is critical to feel in control of their lives and manage their home and work responsibilities. When companies manage scheduling by matching employee skills and preferences with business needs, frontline workers have a stronger connection and commitment to their team members because their needs are given consideration.

Earned Wage Access for Employee Financial Well-Being and Operational Efficiency

ALDO Group supported employee financial well-being by implementing Legion InstantPay. Fully embedded into the Legion app, InstantPay provides real-time access to earned wages in the same app employees regularly use to check their schedules, record time, manage time off, and more.

“They don’t want to wait two weeks for their pay—they would like to have their money right after their shift. **Pay flexibility is more important than ever before.**”

François agreed with Legion’s hypothesis that embedding InstantPay could drive tangible operational improvements. Upon introduction, the InstantPay solution was quickly adopted by associates, leading to a significant 66% increase in clock-in performance within the initial three months. Presently, InstantPay users exhibit a 72% higher clock-in performance than their counterparts who do not use the solution. Furthermore, associates have expressed their satisfaction with InstantPay by awarding it a 4.5-star rating in the app store, underscoring its effectiveness and user approval. The Senior Manager for Sales and Operations stated, “Pioneering earned wage access with Legion showcases our commitment to employee financial well-being.”

Schedule flexibility, instant access to wages, and a modern, intuitive app have helped improve employee communication and engagement and reduce turnover while simultaneously transforming workforce management.

Conclusion

Today's workforce actively seeks out employee-centric companies that offer pay and schedule flexibility along with modern self-service tools. By offering employees greater autonomy over their pay and schedules, companies can significantly enhance employee engagement and achieve substantial operational benefits. A modern app that offers gig-like flexibility and control for employees combined with one-click schedule optimization for managers creates an ideal balance for the team. Self-service, schedule-aware communications tools with built-in moderation controls and company policies mean more effective communications and a more engaged workforce. With Legion, ALDO Group is maximizing labor efficiency and associate engagement simultaneously through intelligent, automated, employee-centric workforce management.

About Legion Technologies

Legion Technologies delivers the industry's most innovative workforce management platform, enabling 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. Legion is recognized as one of the fastest-growing private companies in America according to the Inc. 5000 and the Deloitte 500 rankings for two consecutive years. For more information, visit <https://legion.co> and follow us on [LinkedIn](#).

