

National Convenience Store Retailer Chooses Legion WFM to Improve Employees' Lives and Drive Customer Satisfaction

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-IT Director

INDUSTRY: CONVENIENCE STORE RETAIL • EMPLOYEES: 125,000 • LOCATIONS: 14,000

This convenience retailer has operated for more than 60 years. With over 14,000 stores worldwide, the retailer has become one of the most widely recognized convenience store brands. The IT director supports their operational excellence and global field teams. He spent 20 years at the retailer and witnessed a lot of growth over the years – from several thousand stores to over 14,000 to date. “Our journey with Legion started when we decided to change the company culture for our frontline workers. We have 125,000 frontline employees in our stores across the world.”

Navigating the Massive Upheaval Caused by COVID-19

The retailer and its IT team were confronted with the realities and challenges of COVID like many other companies across the world. It was very important to them to take care of their employees. So they started to look beyond compensation and benefits to improve their employees' lives. The IT director shared, “One key area was flexibility with their time and schedules. My team was tasked with researching different workforce management solutions, which brought us to Legion and several other workforce management vendors.”

Finding the Best Workforce Management Solution

For many years, managers used a pen and paper or maybe a spreadsheet to create schedules, and the IT director wanted to find a way to simplify that process and reduce the administrative burden. The IT team compared Legion and its competitors side-by-side as they conducted their research until their review and testing led to a clear decision. Legion WFM delivered the key capabilities they needed with a mission of turning hourly jobs into good jobs and helping the retailer optimize their labor efficiency while also enhancing the employee experience. “By far, Legion won hands down. You were building something from the ground up, looking to the future, and that's the kind of product I was interested in buying.”

Rolling Out Legion WFM

When the retailer started building a relationship with Legion, they worked together on a rollout plan to ensure Legion's WFM solution aligned with the retailer's business needs and purpose. Over the last year, the retailer rolled out Legion WFM to over 1,000 stores. The IT director's team has been in the field training teams and ensuring adoption through change management upskilling. He shared, "It's been really great to get feedback from store teams during this massive change management exercise. Legion provided a workforce management solution that takes them out of an analog world and into a digital world. Plus, it gives managers and employees the flexibility they need."

Improving Their Frontline Employees' Lives

In addition, the Legion WFM mobile app has been very well received. It allows both frontline employees and their managers to take care of business while they're going through all of their daily responsibilities. Employees can view schedules, swap shifts, track time-off requests, or clock activity. Managers are confident they can reach their employees because the mobile app adoption is very high – 95% of customers' employees use the app weekly. The IT director was pleased that he didn't have to manage another new app rollout. He said, "After each one of the training exercises, we'd get feedback from the field. Legion WFM has been one of the most exciting projects they've been a part of." It gives the frontline employees more freedom to manage their schedules and availability – which was the retailer's goal.

How Great Employee Experiences Drive Positive Customer Experiences

Introducing new technologies can be challenging, given the change management considerations, but the IT director said Legion WFM resonated with the retailer's employees. "A lot of times, we bring technology in, and it doesn't register. But Legion WFM has really resonated with our frontline workers and store managers. One of our mantras is to make it easy – and we try to make it easy for our customers. As an IT leader, one of my customers is our frontline employees."

Employee experience and customer experience have a positive correlation. That's why industry leaders, like this retailer, are starting with their employees' experiences to drive amazing experiences for their customers. "My job is to make my employees' lives easier. And if their lives are easier, they can give customers better service with a happier attitude," explained the IT director.

Success with Change Management and Upskilling

The IT director reflected on how the Legion WFM rollout impacted the frontline employees' upskilling through change management exercises. "It started with a good leader showing us the best way to teach and train the change management process. We applied that in our training program, and the store-level feedback has been very strong; we were changing hearts and minds through this rollout. It's become the template for rollouts of new technology and projects because of its success. Frontline employees are really changing. It's been important to listen and hear how these changes resolve some of their pain points."

The Road Ahead

By choosing Legion WFM, this convenience store retailer achieved its goal of improving the employee experience and, as a result, increased customer satisfaction. Legion WFM streamlines administrative processes, increases schedule empowerment, and improves employee-manager communication through the Legion mobile app.

About Legion

Legion Technologies' mission is to transform hourly jobs into good jobs. The company's industry-leading, AI-powered workforce management (WFM) platform optimizes labor efficiency and enhances the employee experience simultaneously. The Legion WFM platform has been 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.