



SOLUTION BRIEF

Demand Forecasting

*The pandemic has challenged companies to think about workforce management strategically. These **unprecedented variables and planning needs** expose gaps in the ability of legacy WFM systems to deliver accurate results.*

Over the last few years, there have been dramatic shifts in consumer behavior. Demand for alternative shopping options has skyrocketed, resulting in a need to reskill workers, develop new channels and deliver quick, frictionless interactions. The pandemic has challenged companies to think about workforce management strategically. These unprecedented variables and planning needs expose gaps in the ability of legacy WFM systems to deliver accurate results.

To further complicate matters, as we emerge from the pandemic, hourly employees are rethinking what they want to get from employers, and in some cases, whether they're comfortable returning to work at all. Retention is not a new challenge in retail, with notoriously high turnover rates and a legacy of low-paying, highly demanding jobs. Having a labor forecast that doesn't reflect reality compounds the issue, resulting in understaffing, overstaffing, poor service, and a frustrating experience for employees.

Old forecasting methods, manual processes, and simple forecast model spreadsheets that rely on assumptions lead to results that aren't consistent, granular, or easy to utilize – costing operations and finance teams wasted time and effort. Legacy forecasting tools often require employee data to be manually imported, exported, and edited each week, leaving managers with inaccurate demand forecasts and unoptimized labor plans.

Businesses don't know which channels are surging or not on any given day and can't react quickly enough to changes. Discrepancies can lead to lost revenue, higher payroll costs, and employee attrition. In the past few years, we saw this acutely – businesses that had systems to quickly re-forecast, replan, adjust labor spend, and manage changes adapted quickly and navigated the pandemic more successfully than those without modern forecasting tools.

THE LEGION SOLUTION

Legion Demand Forecasting makes it easy to adjust to dynamic business changes, model what-if scenarios, such as adjusting total budget hours, easily changing inputs, and enforcing operating labor models. The Legion WFM demand forecasting engine automatically delivers consistent, accurate forecasts across all locations week after week.

Forecasts are tailored to your specific business needs, whether at the level of categories or locations. During the setup phase, our data science experts integrate your unique data, such as historical sales in POS, traffic counters through direct API, or FTP integrations. Legion WFM also syndicates external data, such as events, weather, or other external data that could impact demand, so you don't have to run complex calculations, pay high data fees, or use manual processes. For example, Legion WFM demand forecasting ensures you know exactly what type of labor you need every hour of every week. Plus, you can integrate your unique staffing policies and local laws.

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More Precision Brings Better Results

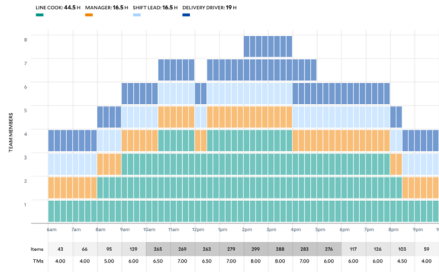
Detailed forecasting is a formidable task. True accuracy for a single business with thousands of locations and many demand drivers at each location could easily result in tens or hundreds of individual models that need to be selected, trained, and monitored continuously. It's impossible to operate on this scale if several steps require manual intervention, so many businesses fall back on generic models. Legion has designed a fully automated infrastructure that handles the end-to-end data ingestion process, model (re-)selection, model (re-)training, and forecast generation to help even the largest organizations achieve new levels of data accuracy.

SMCP

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“Because of Legion’s AI and machine learning functionality, it forecasts an ideal headcount per hour per day based on the operating hours and the traffic that’s anticipated using all historical data. Additionally, the tool continues to learn over time as we add more data. This is not something we’ve ever had before, but it’s been hugely impactful and has changed our approach to work.”

Director, Human Resources
SMCP



Legion WFM uses a company’s unique data points and external factors, including weather and events, to create highly accurate, by-location labor forecasts.

Machine Learning Continuously Improves Accuracy

Forecasting models that lack true machine learning (ML) are often only capable of learning a small number of patterns and rely on manual adjustments to accommodate other patterns.

Legion’s advanced ML-based forecast engine automatically learns many types of time-based patterns in historical data and automatically adjusts for seasonality and holidays. Forecast models are uniquely created from a set of 50 base models for the purpose of forecasting for each of your data sets. The selected models are then customized to the uniqueness of your data sets. Forecast results are monitored and compared with projections to retrain the ML model and continually improve.

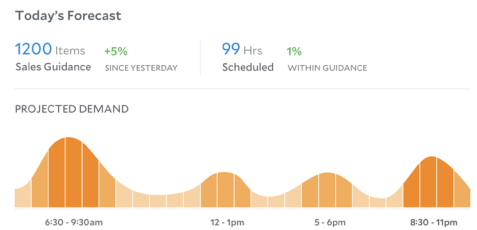
‘[Legion] enables us to put labor in the right place more efficiently and more accurately. That comes from, one, a better forecast. Using machine learning, forecasting gets the accurate amount of labor to the right place at the right time. And two, the ability to move flexible workload around more efficiently. That enables us to reallocate labor to where we need it, so we’re able to schedule more efficiently and make sure that we get labor to the right store on the right day at the right time.’

Director, Store Operations,
NATIONAL DISCOUNT RETAILER

Quickly Adapt and React to Dynamic Business Conditions

There is nothing static about life or managing a business and having the most accurate plan requires the ability to incorporate new information and adapt accordingly.

That’s why Legion Demand Forecasting is constantly improving the forecast. As the week unfolds and new data is available, labor is re-computed so you can see the difference between an improved forecast and labor plan vs. what was previously published. You can adapt and react quickly to business changes by continuously re-forecasting and regenerating labor guidance. And, with Legion, forecast editing can be done at a manager level or centrally to combine human judgment with Legion’s AI.



Legion WFM uses machine learning to create highly accurate demand forecasts that help organizations ensure optimal staffing.

Create Better Labor Plans

Legion WFM takes the auto-generated, highly accurate demand forecasts and creates an optimal labor plan automatically. No more mapping between labor models used by finance for forecasting and operations for scheduling. With no manual steps or “lost in translation” data issues, Legion creates an optimized labor plan for your business.

Legion’s demand forecasting engine has delivered proven results for more than four years. Powered by machine learning, it ensures accuracy, is scalable, and automatically generates consistent results across all your locations.

Key Features

- Get advanced forecasting technology
 - productized and automated
- Factor in your unique labor model and staffing policies
- Forecast business demand in dollars, transactions, foot traffic, or other variants
- Customize more than 50 advanced machine learning baseline algorithms that continually improve and learn from 1000s of your unique data points
- Deliver labor forecasts in 15-minute increments by location and channel

Benefits

- **Improve business agility** - develop what-if scenarios for new channels, deployment strategies, and other demand drivers.
- **Achieve higher accuracy** - Legion’s AI-powered intelligent demand forecasting engine automatically uses machine learning to compute highly accurate, scalable, and consistent demand forecasts.
- **Optimize labor efficiency** - create optimal labor plans, budgets, and better schedules
- **Fully automated** - creates highly accurate forecasts by channel/for every dataset by location

[Request a demo](#) to see Demand Forecasting in action and [learn more](#) about how our productized and automated advanced forecasting engine delivers accurate, granular results.

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 – at scale. 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.