



Thomson Retail, a division of the TUI Group required a system to simplify the capturing of data in their 600 retail stores throughout the country for their store visit reports completed by area managers for store performance.

Background

TUI Group is the largest travel and tourism company in the world. A multinational travel business that has its headquarters in Germany, it has travel agencies, hotels, airlines, cruise ships and retail stores all over the globe. The group have six European airlines, the largest holiday fleet and nine tour operators based in Europe and have over 90 collective years of creating perfect holiday designs.

Challenges

Throughout 600 stores nationwide, the retail division of TUI Group were using laptops, phones and paperwork to capture data for their store visit reports. Area managers were having to transport all of this around in order to communicate and capture store visit information in store.

Each area manager would visit several stores in their area and complete a report for each by paper or laptop, it was then emailed across to store managers along with any in store images captured separately. These reports were also sent back to Head Office for manual filing. Managing information for 600 stores and over 30 area managers was disjointed so they were looking for a system to help streamline the end to end process for store visit reports.





Answer

Klipboard enabled Thomson to have one platform in which they can schedule and allocate tasks to area managers, complete their shop visit from, capture all data they need and images which can then be viewed collaboratively between store managers, area managers and those in Head Office in real time.

The Klipboard app allows the store visit report to be replaced with an iPad friendly version, which can be created, completed and uploaded by each area manager through the one device. When area managers arrive to each store they can immediately complete their reports and not have to waste time re-entering data or formatting the report later. This dramatically improved efficiency and provided real time access to their completed store visit forms.

Results

Klipboard was up and running for TUI's 600 stores within 48 hours, smoothly and hassle free. It was picked up by all staff easily and immediately improved productivity and efficiency as they no longer needed to spend time re-entering data and sending their reports by email at the end of a working day.



Schedule & Allocate from the Office



View Tasks & Capture Data on a Tablet



Complete, Review & Store in the Cloud