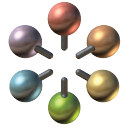


Case Study

ELEVATING KEY PERFORMANCE INDICATORS IN DISTRIBUTION CENTERS



Background:

The company operates about 560 stores in 35 states and Puerto Rico, selling brand-name and private-label automotive parts and offering on-site service facilities. Pep Boys stores stock about 22,000 car parts and accessories, including tires, and combined operate some 5,845 service bays for parts installation, repair, and vehicle inspection. The company serves four segments of the automotive aftermarket: do-it-yourself, do-it-for-me (service), buy-for-resale (sales to professional garages), and tire sales.

Their retail operations are supported by five distribution centers with 1,700 employees

Goal:

Improve the overall performance of the distribution centers.

Specifically in the areas of:

- Order Accuracy
- Damages
- Order Fill Rates
- Store Satisfaction Rates
- Safety

Solution:

- Deliver an awareness and training program that would engage and educate employees on what they need to do to have a positive impact on the Key Performance Indicators (KPI) of their distribution center.
- Create some friendly competition amongst DCs.
- Ensure that the program resonates with employees from a tone and delivery standpoint.

Approach:

- Conducted in-depth discussion with Risk Management Team
- Conducted a communication audit to identify current practices and methods used to communicate Health & Safety to the general population of the company

The Program:

The theme "Good2Go" was created as the anchor point or program identifier. Employees had a predisposition to the term because it was already part of the DC language, as well as the language used in NASCAR, a sport that many employees followed.

Various tactical tools such as Speed Meeting Guides and department specific Posters were utilized to help communicate and educate employees. A Newsletter and Communication Center was added later.

Measurement was facilitated with a monthly online quiz that measured employees understanding of a given KPI. Information that was needed to answer the quiz correctly was made available through the daily Speed Meeting and the department specific posters. All employees who participated were entered into a monthly draw for "Good2Go" prizes.

A CoreCulture innovation for the poster was to combine the latest in print technology with concepts that permit small, location by location, runs of print materials, customized to include site specific visuals and messaging. Each DC is responsible for taking photographs of employees demonstrating the behavior that is being focused on for the month and submitting it to CoreCulture, where the photographs were inserted into the poster and then printed.

We then developed a formula for measuring performance that factored in all DC KPI's. Quarterly Tracking Charts were developed and posted in each of the distribution centers with each DC's performance enabling them to compare performance, creating friendly competition amongst the five distribution centers.

Results:

- Overall performance in the areas of Order Accuracy, Damages, Customer Satisfaction, Order Fill Rates and Safety improved by over 30%
- Employee participation levels in the program are 93%
- Quiz success rate averaged more than 91%
- As a result of the success in the Distribution Centers, all retail stores have adopted the approach for both Health & Safety and Loss Prevention.

Accelerate Knowledge Retention and Performance

At CoreCulture, we enable our clients to measure and close costly knowledge gaps in real-time, one employee at a time. We specialize in individualized training and awareness programs, which combine communication programs customized to your culture with the world's only automated personal training and awareness platform, **JUST IN TIME TRAINING™**.

JUST IN TIME TRAINING™

JUST IN TIME TRAINING™ is a web-based personal training system that measures & closes costly knowledge gaps, accelerates knowledge transfer & retention and motivates employees to learn in as little as 30 seconds per employee per day.

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