



Industry: **Sport**

Company Size: **230 stores in 9 countries**

Location: **LATAM**

Main Challenges:

- ✘ **Missed Sales Opportunities**
- ✘ **Data Disconnect**
- ✘ **Operational Inefficiencies**
- ✘ **Team Motivation**

STOREE Products Used:

- ✔ **AI Agents**
- ✔ **Sales Recommendations**
- ✔ **Communication**
- ✔ **Ranking & Competitions**

## Case Study

### Challenges

Sportline recognized the complexities involved in managing store and district managers across their extensive network. With a vast array of products and dynamic market trends, ensuring consistent peak performance from managers was a daunting task.

### Results

By implementing STOREE's AI-driven solution, Sportline witnessed a significant transformation in their employees engagement - that drives sales!:



# Challenge - Missed Sales Opportunities

Guarantee your team are one click away from easily knowing exactly what they should do to improve performance.

## Problem

- Working with excel sheet delivered by email, without the ability to easily track performance, cause the team miss out on valuable opportunities to optimize sales strategies.
- Motivating the team to focus and deal with what's important

## Solution

- :By analyzing sales data and customer trends, STOREE's AI agent generated personalized recommendations for improving sales performance tailored to each store's/employees unique needs. In addition, with AI Agent it is easily to guarantee the tea, are actually acting upon the insights.
- With easy access to real-time insights and personalized recommendations, managers were better equipped to optimize sales strategies, resulting in a noticeable increase in sales of specific items/category.



**90+% identified items checked per week and reported back to the HQ**



**An average of 70%- 80% of highlighted items saw an increase in sales.**



# Challenge - Operational Inefficiencies

Today, management relies on multi-channel communication, but if even one team member misses the message, it's as if communication never happened. Successful management starts with ensuring everyone is informed and aligned

## Problem

- Manual processes and lack of centralized & streamlined communication channels led to inefficiencies in managing day-to-day operations.

## Solution

- With STOREE's AI agent, Sportline could closely monitor the performance of each store, identifying areas for improvement, recognizing top performers and motivating and driving the store team towards success
- STOREE facilitates seamless communication between managers, headquarters, and frontline teams, ensuring the timely dissemination of critical information and fostering collaboration across the organization. It guarantees that all messages reach their intended destination, driving better alignment and performance.



**100% Compliance with Guidelines**



**95% Tasks Fulfilment**



**No one can ever say, 'I didn't get the message' or 'I missed it'**



**Saving up to 40% of retail managers time**

# Challenge - Data Disconnect

Managers need easy access to data and insights to ensure optimal performance. However, access alone isn't enough; they also need to be motivated and driven to actively engage with these insights, turning them into actionable steps that drive success

## Problem

- Managers lacked easy access to store performance and personalized insights, hindering their ability to make informed decisions promptly.

## Solution

- STOREE provides easy access to user-friendly dashboards, highlighting pain points and key insights, making it simple for managers to understand performance at a glance
- STOREE's AI agents ensure store teams are consistently informed about their performance through personalized messages, tailored to address specific needs and areas for improvement
- Additionally, with the Ranking & Competition feature, teams can easily assess their standing, fostering healthy competition that drives engagement and boosts overall performance



**Employees involvement with store performance reach a minimum of 90%**



**Automated 6-8 active competitions to drive the team forward**



**A minimum of 2 interactions per day from DM to store team**

## Conclusion

By partnering with STOREE and leveraging its AI-driven solution, Sportline successfully addressed the challenges of managing retail operations and store managers across multiple countries, consolidating everything on a single platform.

Through centralized communication and operations, personalized recommendations for managers, and enhanced communication channels, Sportline achieved sustained improvements in sales performance, operational efficiency, and employee engagement. This has positioned the company for continued success and growth in the highly competitive sports retail market

