DELAMIBRANDS

Conducting high-quality inspection in a streamlined manner

DELAMIBRANDS

Industry
Apparel & Fashion Retail

Users
44

Locations
329

" *Nimbly empowered my team to scale our retail execution and monitoring, increasing consistency, sales growth and productivity.*

Boysanto Pasaribu
Commercial Director
DELAMIBRANDS

Nimbly Technologies

About Delamibrands

DELAMIBRANDS

THE EXECUTIVE   COLORBOX   et cetera   WOOD   Lee

le coq sportif   Tirajeans®   JOCKEY   Wrangler

As one of Indonesia's biggest apparel & fashion companies. Established in 1979, Delamibrands' portfolio has since grown and includes some of the most iconic brands in fashion: The Executive, COLORBOX, et cetera, Wood, Lee, Le Coq Sportif, Tirajeans, Wood, Jockey, and Wrangler. With more than 300 stores across the nation, Delamibrands is attracting more than 500 million consumers/ year.
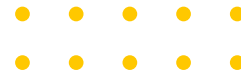
Challenges

Before the adoption of Nimbly, Operations Managers (OM) in Delamibrands' headquarter office needed to collect operational reports from the Retail Managers manually.

Usually the reports were done by oral, written in paper, and sent either through email or WhatsApp.	Even though it was digital, no photos or videos were attached in the reports, so it was hard to validate the reports.	RMs need to compile and rewrite the data into reports, so OMs could only receive the reports days after the inspection.

The manual way of collecting reports restricted Delamibrands' Management Team from receiving the data in real time and taking action quickly. And, since the reports were coming from different sources, it was hard to track whether the reports were submitted on time, or even submitted at all.

Nimbly Solutions

Using Nimbly as a digital checklist, Delamibrands can save up to 33% of the time used for the store reporting process, while covering higher quality inspection i.e **using live photo or videos** .

This **digitalization of reporting** also helps Delamibrands save at least 17,000 pages of paper and 855 hours of manual data entry per year. Since the process has been streamlined, the Retail Managers inspection frequency increases to 2 to 3 times a week.

Equipped with **Issue Tracker**, Delamibrands now have real-time visibility and issue alerts for RMs and Management Team upon opening and closing time. Delamibrands also implement COVID-19 checklists in their outlets to ensure customers' health when shopping in-store during pandemic.

After Delamibrands conducted a questionnaire revamp supported by the Nimbly team, Using **Nimbly's Analytics Dashboard** discovered a 40% increase in terms of report completion within a month given the detailed and fraud-free questionnaires.

Results

33%
time saved on
store reporting process

40%
increase in inspection
report completion

100%
Eliminates paper use
(17,000 pages of paper saved / year)

Nimbly Technologies

Learn how you can save time on inspections. Get your free consultation, today!

Click here