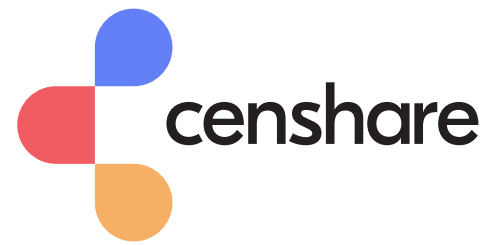


# Smarter Retail? It's In the Detail



This department store is giving its staff a more connected working experience with censhare.

master your content



“censhare is way more than a DAM. It guides the production for all our digital and print processes.”

Senior Program Manager, large US retailer

# This 90 year old department store embarked on a program of process automation and personalization.

## At a glance

### Industry

Retail

### Products

- Digital Asset Management
- Product Information Management
- Content Management

### Business need

A major US retailer wanted to make its marketing more efficient, so its staff could achieve more, and its customers could get more personalized, relevant communications.

## 90 years of retail success

Bricks and mortar retailers have had to radically adapt to the public's changing shopping habits since the arrival of the internet. We spoke to a Senior Program Manager (PM) from a large department store in the US to find out how.

Founded more than 90 years ago — originally as a corner grocery store — the company has grown to more than 1,100 department stores in 49 states, employing more than 140,000 people and selling everything from shoes to shower curtains. Today, more than 56 percent of American households shop there, bringing in more than \$19 billion in revenue a year.

Adapting technology to improve marketing, ecommerce, and merchandising is helping the company compete in the digital era. Since 2013, it has been running a program of process automation and personalization that's making the business more effective in the way it reaches customers. The retailer's PM says: "Many companies would look to hire additional people to increase output, but we knew that making our operations more streamlined would allow our current workforce to do more with less. We worked with a consultancy to reengineer many of our business processes and move them into censhare to find efficiencies."

The goal was to make its own employees' working experience as seamless as its customers' shopping experience. "Customers don't distinguish between the many channels and processes that we discuss internally," says the PM. "So we need to connect our internal processes together to remove those barriers. Plus, we found that working in consistent ways with a consistent toolset between different marketing channels made our company more efficient as a result."

# Business Results



**>50%**  
reduced  
production time



**\$275k**  
saved annually by  
reusing assets



**100s**  
of personalized  
variations of one email



**1,300**  
staff benefit from new  
tools and processes

## “It was that simple”

The firm’s goal was to move away from its own repository-like DAM to censhare, which would solidify, standardize and streamline workflows for hundreds of employees. Each year since 2013, the PM and her team have completed parts of the program, chalking up small wins along the way that have added up to a major shift in the organization’s marketing.

The first two stages were to automate workflows for the company’s photo studio and the production of its printed ad inserts that go into newspapers. These stages affected 160 people — including designers,

photographers, copywriters, editors, and project managers — who now produce inserts in 16 weeks instead of the 24 it used to take. And there are 95 percent fewer changes on print date compared to before. “Teams used to find it hard to know where a project was at any given moment — and they would be working on 10 or 12 projects in any week. Introducing censhare and our new business processes gave us a project structure that is automatically generated and managed. It was that simple,” says the PM. Now, marketing and creative teams don’t rely on to do lists, disparate project management systems or inconsistent file naming conventions. censhare manages all this behind the scenes so anyone can log in, see project details, and track progress.

**“Introducing censhare and our new business processes gave us a set project structure that is automatically generated and managed. It was that simple.”**

**Senior Program Manager, large US retailer**

## Email production goes up a gear

The retailer then moved onto setting a blueprint for subsequent stages over the coming five years. Next in line was a move to automate and personalize the store's daily emails, which land in 30 million inboxes every day.

Instead of manually creating a few variations of the daily email, the program team has connected censhare to its external email provider's system. This, along with data from the analytics team, allows hundreds of possible email combinations, so customers get the offers that are most appropriate to their interests, demographic, and purchase history. In turn, assets from censhare automatically populate predesigned templates. "We've lowered production time by at least 50 percent — going from 12 to 6 weeks, and sometimes even 2 to three days for rush jobs — and reduced the number of errors in production," the PM says.

## Not done yet

As of 2018, the program team has moved more than 20 processes to censhare, including vendor images — around 600,000 a year — the .com home and department pages, banners, social, in store marketing production, packaging, and direct mail. As a result, it has reduced processing time by around 25 percent. And, by moving all of its imagery into censhare and making that accessible and searchable by anyone, the company is saving around \$275,000 a year because it can reuse existing photography rather than commission new shots. More than 1,300 staff use censhare, with 300–500 active at any time.

The PM credits the program's success to close collaboration between IT and leaders from the company's business units: "A DAM is not an IT tool. We enable it, but it's a business person's best friend." To that end, business process owners have been instrumental in shaping the program. "Everything that happens in our system goes through them," says the PM. "They help decide our vision and determine how we use censhare to make life easier for our customers and colleagues in 2019 and beyond. censhare is way more than a DAM. It guides the production for all our digital and print processes. The flexibility and extensibility potential of censhare enables this streamlined environment for our intense production processes."

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**Senior Program Manager, large US retailer**

# About censhare

Our proven omnichannel content platform lets you master your content in any language, locally or globally, to provide a consistent omnichannel customer experience.

Clients like Allianz, Lands' End, Dyson, Christie's and hundreds more rely on censhare to deliver brand-accurate, up-to-date content, and make the most of every opportunity to reach the right customer at the right time.

master your content