Case Study

Crocs steps into new territory by using GoSpotCheck to boost accountability and verify consistency

crocs™

Company: Crocs

Crocs, Inc. is a world leader in innovative casual footwear for men, women, and children. Crocs offers a broad portfolio of all-season products, while remaining true to its core molded footwear heritage. All Crocs™ shoes feature Croslite™ material, a proprietary, revolutionary technology that gives each pair of shoes the soft, comfortable, lightweight, and odor-resistant qualities that Crocs fans have, know, and love.

Crocs celebrates the fun of being a little different and encourages fans to "Come As You Are" in every colorful pair of shoes.

Since its inception in 2002, Crocs has sold more than 300 million pairs of shoes in more than 90 countries around the world.

Samantha Rice, Director of Retail Operations at Crocs, explained how Crocs leadership uses GoSpotCheck to increase visibility, boost accountability, and supplement quantitative data with images.

Problem

Before using GoSpotCheck, Crocs collected data using a time-consuming process that included paper documentation, electronic conversion, and digital organization. The Crocs team recorded data using Excel, but the information was not in a shareable or digestible format.

Compiling pictures along with numerical data posed additional challenges. "There was no way to attach digital pictures to paper which severely limited comprehensive analysis," Rice explained.

" **The overall procedure in-store is much more streamlined. GoSpotCheck has given Crocs an easier way to understand and optimize execution."**

- Samantha Rice
  Director of Retail Operations at Crocs

"The old process by which our field managers conducted their store visits was very manual," Rice said. "There were a lot of steps involved which made it hard for the corporate office to track activity."

Solution

Crocs' previous processes eventually proved unsatisfactory, and Crocs leadership began searching for a mobile SaaS tool to review store performance, visual standards, operational controls, and consumer experience. Furthermore, Crocs needed a field team management solution to increase general accountability for both individual team members and within retail stores.
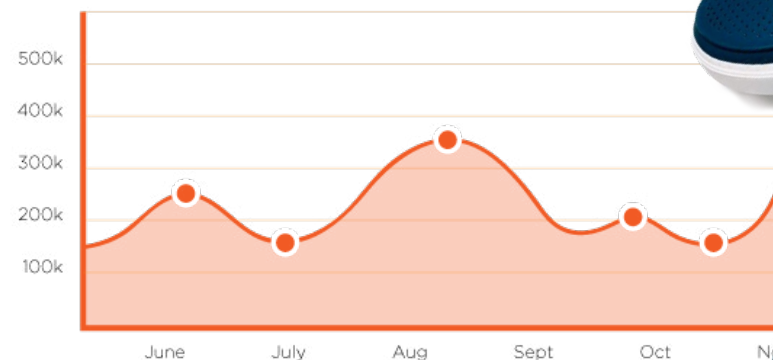
Missions—the GoSpotCheck word for a survey—provide an easy way to collect data in-store. Optional and mandatory sections were important for Crocs to differentiate between secondary and high-priority tasks.

"Audits are conducted at least twice per year and we have incorporated our standard loss prevention audits into GoSpotCheck as well," Rice said. "By using GoSpotCheck, the Crocs team has easy access to run through audit questions while in the store with in-store employees."

For Crocs to report critical insights, data needed to be aggregated in a format that included a minimum score, and consequently, an expectation for each store—regarding product layout, customer interactions, and displays. Additionally, Crocs wanted a tool to ensure compliance with visual standards and monitor planogram execution.

"I can see what stores are visited, the time between the previous visit, and the length of time our team spends in each store. I have everything at my fingertips to bring clarity to the whole chain."

- Samantha Rice
Director of Retail Operations at Crocs

Outcome

Crocs implemented GoSpotCheck to maximize visibility for management, increase accountability, and encourage the use of images as a form of data.

Crocs' Missions help gather detailed information through pictures and a variety of task types including multiple choice and conditional questioning. GoSpotCheck's picture upload capabilities and related photo management give Crocs the ability to complement numerical data with imagery. "GoSpotCheck gives us an easier way to track presentation standards in the stores, while aggregating collected data for us to examine from a manager and leadership perspective," Rice explained.

The foundation of GoSpotCheck—Missions combined with an online reporting dashboard—empowers District Managers to hold stores to communicated expectations.

Customizable charts and graphs within GoSpotCheck enable Crocs management to keep teams accountable for examining retail execution and tracking activity properly. Filterable reporting tiles help Crocs discover actionable data quickly and easily. "I can see what stores are visited, the time between the previous visit, and the length of time our team spends in each store," Rice said. "I have everything at my fingertips to bring clarity to the whole chain."

" The old process by which our field managers conducted their store visits was very manual. There were a lot of steps involved which made it hard for the corporate office to track activity."

- Samantha Rice
  Director of Retail Operations at Crocs

Loss prevention, a critical element of retail, is covered in a comprehensive Mission deployed to all designated locations. "The Mission covers the people, the presentation, operations, loss prevention, human resources—the whole gamut," Rice explained.
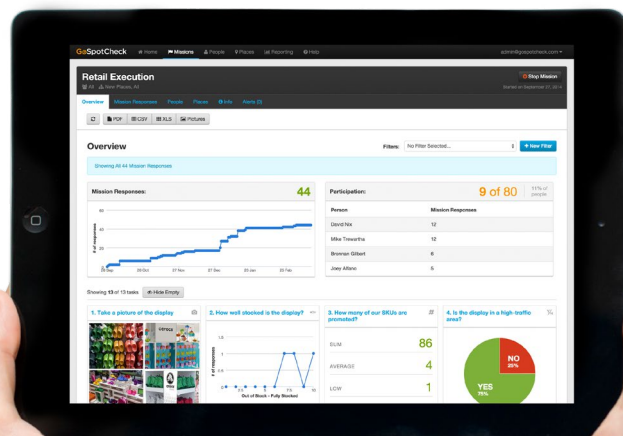
With a combination of mandatory and optional questions, Crocs examines customer service expectations while simultaneously ensuring that selling tools and sales culture conform to the same set of standards. For Crocs, verifying compliance with the company's selling process is part of guaranteeing a specific customer experience. "The overall procedure in-store is much more streamlined," Rice said. "GoSpotCheck has given Crocs an easier way to understand and optimize execution."

A certain segment of questions help Crocs compose a people and culture score—which guarantee that in-store employees act similarly towards customers, armed with the correct knowledge base. **"Since rolling out GoSpotCheck, the consistency of when visits are conducted and how visits are conducted has improved,"** Rice added. **"Sitting at the corporate office, leadership has better visibility into store visits."**

Crocs, Inc. is recognized worldwide as the producer of comfortable, stylish footwear. By utilizing GoSpotCheck, Crocs has better visibility into retail operations—thus optimizing accountability and execution to help keep Crocs' dream of a comfortable boat shoe afloat.

GoSpotCheck Can Help Your Business Too

We have a wide array of solutions. Request a demo to get started:

Request a Demo