

CASE STUDY

Sears Holdings Reduced Product Returns by 30% with Enhanced Reporting Capabilities

Sears Holdings Corporation leverages Pentaho's reporting capabilities to improve efficiencies throughout the company, from human resources to customer service.

Overview

Sears Holdings Corporation (SHC) is a leading integrated retailer focused on seamlessly connecting the digital and physical shopping experiences to serve its members – wherever, whenever and however they want to shop. Sears Holdings is home to Shop Your Way®, a social shopping platform offering members rewards for shopping at Sears and Kmart as well as with other retail partners across categories important to them. The company operates through its subsidiaries, including Sears, Roebuck and Co. and Kmart Corporation, with full-line and specialty retail stores across the United States.

The Challenge

SHC, just like any other large organization with over 200 thousand employees, regularly deals with large data sets. The company was facing some challenges with managing the data sets involved in their compliance training and product return processes, and looked to Pentaho Data Integration to help organize and search the data in more efficient ways.

Publicly-traded companies like Sears need to follow strict federal and state compliance guidelines regarding record keeping in case of subpoenas. However, maintaining compliance across a large organization is a difficult task as companies must make sure all local offices are following compliance guidelines and providing the necessary compliance training to employees. In order to drive compliance course completions, SHC stakeholders across the company required a granular reporting solution to ensure compliance across the company.

Secondly, as a holding company owning two multi-billion dollar retail businesses, SHC constantly struggled with

SEARS HOLDINGS

ABOUT SEARS HOLDINGS CORPORATION

- Owns the Sears and Kmart retail stores and the Craftsman, DieHard and Kenmore brands
- Annual revenues exceed \$25 billion
- Over 200,000 employees
- Learn more at searsholdings.com

tracking and monitoring returns. “Better insight into the returns process alone could save SHC millions of dollars annually,” said Meir Kornfeld, Director, Product Management & Business Intelligence, Sears Holdings Corporation. “But with returns coming in through our brick-and-mortar retail locations and our various online stores, making sure that only eligible returns were being authorized was nearly impossible.”

Goals

With the initial challenges to be addressed identified, SHC determined they needed a data integration solution that could combine data pulled from a range of sources (point of sale terminals, HR systems, customer surveys, inventory management systems, etc.) so stakeholders could quickly and easily generate reports. Prior to this decision, multiple teams within the compliance organization used different reporting solutions, most of which were simple Excel pivot tables.

The Solution

To cope with the challenge of pulling and integrating such diverse data sets, SHC selected the Pentaho data refinery approach to blend and clean the data as it was pulled from its various sources. The data could then be displayed on a dashboard to enable a more informed, data-driven decision making process.

Leveraging Pentaho's Data Integration (PDI) and Business Analytics, SHC was able to revitalize their reporting capabilities to create exceptionally comprehensive reports that provided information on compliance course consumption and product returns across the organization, at the regional level all the way down to the associate level. Additionally, the reports provided excellent performance (given the large amount of data to display) and included visual elements allowing users to quickly spot pain points. In addition, user feedback was very positive, with stakeholders saying they found the new reports to be user friendly and easy to navigate.

Impact and Benefit

Once the new compliance report leveraging PDI and Business Analytics was in place, all Sears employees that needed access to compliance reporting had it, with new reports generated every day. This saved valuable man hours as stakeholders no longer had to gather information from separate reports to consolidate the data so it could be analyzed. SHC was quickly able to identify locations that required more compliance training or support and send the required resources to fix the problem. As for returns, the reporting capabilities provided by Pentaho Data Integration allowed SHC to reduce returns by 30 percent, providing a substantial ongoing benefit to SHC's bottom line

Moving forward, Sears Holdings Corporation is eager to implement PDI so its data integration and reporting capabilities could help in other areas of the business, including sales associate performance tracking.

ABOUT PENTAHO

- Data integration and business analytics company with an enterprise-class, open source-based platform for diverse big data deployments
- Helps organizations across industries harness the value of their data to find new revenue streams, operate more efficiently, deliver outstanding service and minimize risk
- Pentaho has over 15,000 technology deployments and 1,500 commercial customers
- Learn more at Pentaho.com

WHY PENTAHO

- Data integration capabilities sped up data preparation time
- Open, embeddable analytics fit with existing architecture and security standards
- Ability to provide a seamless experience to our customers

Results

- Enhanced reporting capabilities reduced product returns by 30%
- Self-service reporting saved thousands of man hours compared to previous Excel-based reports
- Pentaho's reports are being consumed by the entire organization, including the CEO, to operationalize their business

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