

CASE STUDY: STORE WITHIN A STORE CONCEPT



NEST

Multi-Facility Management

SITUATION

- Appliance division and Facilities division partnered together on company's flagship Open House display concept.
- Construction initiated to boost struggling appliance product line in a competitive market.
- High profile concept with critical dates to meet.
- Store within a big box retailer presents scheduling and logistical challenges.
- 300 locations to complete in 2 phases with 60-day time frames.

NEST SOLUTION

- Created formal scope of work with goal of cost containment, timeliness, and consistent brand image.
- Hired dedicated Service Providers to handle the entire project from inception to completion, resulting in consistency and cost savings.
- Walked through store with Client and Service Provider to work out all details of the project to draw up formal plan for training team of Service Providers.
- Trained installers on scope of work via webinars and detailed site materials.
- Assigned NEST Project Managers for 24/7 leadership and site visits.
- Remained flexible with scheduling and logistical challenges.
- Delivered daily morning reports to corporate team for constant updates, including site photos.
- Acted as liaison for troubleshooting technical requests between appliance companies and service providers.
- Provided customized process enhancement tools: software, real time access to services, 24/7 command center and business analytics.

RESULTS

- Increase of sales at retail were a direct result of rollout.
- Met deadlines within compressed timelines.
- Elimination of recalls on project and lost time.
- Formalized standards for Appliance division.
- Guardian to brand image.
- No additional staff requirements.
- Staff ability to focus on store growth.

RESULTS



Met all deadlines for company's flagship appliance product display, a high-profile effort initiated by retail executives with the goal of increasing revenue in a competitive market.



After the first phase of the rollout, sales increased at retail as a direct result of rebrand.



Staff focused on strategic growth of the appliance product line with the support of daily comprehensive updates and reports.

The superior levels of success were a result of this rollout and it could not have been achieved without NEST working in conjunction with the internal team to "make it happen". Our success is due to methodical planning, superior execution and meticulous attention to detail.
- Sr. Director of Store Development