

# Labor Optimization

- **Optimize** labor use by aligning staffing to shoppers' arrival patterns to best serve customers
- **Maximize** conversion opportunities and increase sales by aligning staffing levels and talent types with traffic data
- **Anticipate peak store performance** - Leverage traffic data to efficiently guide operational tasks such as cleaning and stocking while maintaining high levels of customer service
- **Compare** stores to leverage best practices of high-performance locations to those that are under performing to **optimize** overall sales and labor
- **Automate** tasks using computer vision technology to free up wasted labor to better align with store activity in real-time

