

PROBLEM DEFINITION SUMMARY

Project Name: Seeger’s Stores – Omnichannel Strategy

PDS Revision Date: 04/20/2023

PROJECT CONTEXT

Background

Seeger’s is currently undergoing a transformation to improve systems, technologies, and processes to deliver foundational capabilities. This transformation will only bring Seeger’s on par with middle tier retailer omnichannel experiences (e.g., Target, Home Depot, Kohl’s, Walmart). We must accelerate some short-term capabilities to test and learn and provide an improved experience to attract more customers in our target demographic.

Stated Goals & Targets

- Grow (and sustain) the Millennial DIY Customer Base
- Prioritize capabilities to create a best-in-class omnichannel experience.

THREE FINGER SUMMARY

Foreground

Millennials will become a larger share of Seeger’s DIY customer segment, and we must create an experience to allow them to shop seamlessly within our environment and make Seeger’s their retailer of choice for their ‘total home’ needs.

Trigger

Seeger’s DIY customers experience friction points in their journey, both online and in store, and they struggle to find what they are looking for, or are not aware of the available options and services.

Central Issue

Can Seeger’s create an integrated customer shopping experience that addresses the needs of the Millennial DIY segment?

PLAYERS

PLAYERS		
	Individuals (or Org’l. Units)	Engagement Strategy (e.g., frequency & format)
Sponsors	Howard Walbert – Senior Director – Store Ops OMNI Erik Newcomer – Bus. Development Manager	Weekly Zoom touchpoints with Erik Mid-semester check-in with both Howard and Erik Ad-hoc communication via email, as needed
Decision Makers	Marcia Ditkoff – VP Omni-Channel Operations	Initial project kick-off meeting To be looped in as needed by Erik/Howard
Other Stakeholders	Store employees Omni-Channel Operations Team	Store employees to be engaged during 3 store visits Other stakeholders included as needed

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PARAMETERS	
Key Players’ Criteria for...	
<p>Considering the project team’s work to be high quality</p> <ul style="list-style-type: none"> - Conduct interviews with at least 20 in-store managers and associates from select list to be provided by Erik. - Benchmark omnichannel capabilities against direct and indirect competitors across the retail landscape (include at least 10 companies in analysis). 	<p>Comparing and deciding among alternative choices</p> <ul style="list-style-type: none"> - Maximize change in attitude and behavior among millennials. - Minimize the time required to implement changes to realize impact. - Maximize return on investment.
Project Boundaries: Issues & Alternatives to be Considered...	
<p>In Scope</p> <ul style="list-style-type: none"> - In-Store Visits - Existing Customer Journey - Review of existing technologies, and how those techs interact with employees & customers. - Competitive analysis - Review LTR Data 	<p>Out of Scope</p> <ul style="list-style-type: none"> - Solutions related to staffing increases or employee training - Consideration of current macroeconomic issues - Marketing related solutions
Other Preliminary Project Parameters (e.g., key milestones, calendar constraints, budgetary constraints, desired deliverables)	
<ul style="list-style-type: none"> - Mid-July check-in - Final recommendations delivered by 9/28 - Included in final deliverable: detailed scorecard benchmarking Seeger’s against other retailers - Prioritized list of recommendations and their estimated impact 	