

## Shoe Carnival Transforms Its Inventory Management and Planning to Streamline Operations and Enhance the Customer Experience

Leading footwear retailer leverages enVista's planning system selection to optimize product availability, reduce manual efforts and drive profitability



## THE COMPANY

With humble beginnings in 1978 as one location in Southwestern Indiana, Shoe Carnival, a leading footwear retailer, has built a business that now extends to stores in over 35 states and online. The focus of their growth has been around their customer base, one that is price conscious but following the popular trends. This has given the brand a core focus on driving an experience that provides customers with deals, but also loyalty to the brand which now counts over 32 million loyalty members and over \$1.25B in annual sales.

## THE OPPORTUNITIES

Shoe Carnival's merchandise planning was accomplished with the combination of an end-of-life merchandise planning system, a skilled merchandising team and multiple Excel spreadsheets. The lack of current systems created many manual inefficiencies with planning processes taking days to complete. Combined with the complexities of planning and fulfilling a growing ecommerce business, the need for modern planning software with additional assortment building capabilities was evident.

Shoe Carnival had also identified that outside assistance was required to review their current IT stack, identify and select potential software vendors and plan the timing and methods in which these new systems would be implemented. The focus of this overarching project would be around inventory management and planning. Improvement in this area would allow Shoe Carnival to ensure product was available in the right quantities in the

right place, cutting back on manual efforts while improving profit and revenue.

## THE SOLUTIONS

### Customer Engagement – Technology, Process and Merchandise Planning Improvements

In the initial assessment, the consultants started with the current state of Shoe Carnival, focusing on challenges faced by the functional working areas, and the overarching goals of the company. This was accomplished through discovery sessions, mapping out pain points and identifying distinguishing user requirements. These were then identified as technology or process related with potential solutions identified including the possibility of adding additional practices to the planning process.

### Fast-Paced Planning System Selection

Following the collection of this information the consultants worked to develop the necessary business requirements and business scenarios to be submitted along with the RFP. These scenarios included information from the interviews as well as applying the deep industry knowledge from the consultants' combined business and selection project expertise tailored to the client's needs. In Shoe Carnival's case, there was a clear need to automate the many manual redundant processes which were very time-consuming and increased the possibilities of inaccuracies in managing inventory.



In determining potential vendors, a primary goal was utilizing only those which could cover all planning needs rather than separate vendors for each planning system. The selected vendors were then brought in to demonstrate their offering utilizing the business requirements and scenarios. After each demonstration, a designated group of Shoe Carnival associates scored the event based on a set of criteria established and weighted with the consultant team.

#### THE RESULT

Based on the results of the assessment, a single vendor was selected. The consultants provided an integration and

customization level of difficulty overview, a business case return on investment based on the benefits resulting from the use of the solution and a roadmap of the implementation rollout. As determined during the selection process, the new systems would enable Shoe Carnival to achieve its goals of improved efficiency in product investment and reduction in manual effort. After the client and vendor agreed to terms, the consultants began the next phase of implementation with the client, providing the client team with a dedicated resource through the plan, analysis, design, build, test and deploy phases.



Let's have a conversation.®

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