

## Bliss optimizes payroll spend and delivers on-demand business answers with QlikView

“Users love QlikView and how they can instantly access data for planning new campaigns or running inventive sales promotions. With QlikView, employees are now more accountable for performance and truly empowered with the visibility to make the best business decisions possible at that moment in time.”

Mohit Govani, Director IT, Bliss

Founded in 1996, bliss spas [www.blissworld.com](http://www.blissworld.com) was spotted by beauty-obsessed buzz-makers and quickly massaged its way to the top. Bliss retails its bliss bath, body and skincare lines through its bliss catalog, blissworld.com web site and at international retailers including Bloomingdale’s, Bluemercury, Harrods, Harvey Nichols, Lane Crawford, Neiman Marcus, Saks Fifth Avenue, Selfridges and Sephora.

### No visibility into enterprise performance

Like many multi-channel operators that have



grown organically, Bliss uses a variety of enterprise software systems for key areas of its business, including business-to-business (B2B), retail, and spa sales and services. As the company rapidly grew its spa locations, personal care product lines and retailer network, the ability to gain a single view of performance and profitability became increasingly challenging. “If the president asked for the monthly sales of our best-selling body butter, he couldn’t just get the answer from one source,” explained Mohit Govani, Director IT

at Bliss. “It could take two days for someone to prepare a report that combined the product’s sales at the spas, online and through our retailers.”

To eliminate the ongoing problem of manual, time-consuming data consolidation and reporting, Bliss decided to implement a Business Intelligence (BI) solution. Introduced to Qlikview by Allegro BI (Qlikview Partner) Govani and the Bliss executive team evaluated the solution. They were immediately impressed by QlikView’s capabilities to quickly consolidate data from multiple sources for easy-to-use visual analysis. In addition, the low cost of investment and short implementation timeframe made QlikView an ideal match for their project scope and budget. Bliss would be able to pull data from all three enterprise software systems and run powerful reports almost immediately — in a fraction of the time and at a fraction of the cost required by other BI solutions.

### Financials first: Less than two weeks to produce consolidated reports

With financial and sales analysis as the first priorities, Govani and one Allegro BI consultant began the QlikView implementation. After only three days, they had merged data from all ERP systems and began producing consolidated financial QlikView reports in less than two weeks time. In approximately six weeks, 35 Bliss users were using the first sales and financial analysis applications — with real-time access to the same multi-dimension sales data

### Solution Overview

#### Bliss

Leading body and skincare retailer and spa services provider

#### Industry

Retail & Wholesale Distribution and Services

#### Function

Executive Management, Sales, Marketing, Operations, Merchandising, Supply Chain, Finance and HR

#### Geography

United States and Europe

#### Challenges

- Need the ability to easily reconcile data from three disparate ERP systems across three lines of business
- Require improvements in reporting accuracy, flexibility and speed

#### Solution

Bliss deployed QlikView to 35 employees in less than six weeks. The company now analyzes customer profitability, inventory turns, sales, financial and operational performance - all focused on driving corporate efficiency. With QlikView Server (32-bit), Bliss easily supports security and visibility while consolidating data from all internal and external sales and services channels. Through QlikView, Bliss immediately leveraged the invaluable data that was locked in CommercialWare, SYSPRO and Book4Time to achieve a real-time view of performance.

#### Benefits

- Reduced spa staff expenses by approx. 30-40%
- Enabled real-time access to cross-business line sales data that once took 2 days to compile
- Decreased prep time for weekly inventory reports from 2 days to 0 days
- Achieved consolidated view of entire business — from spa services and retail to business-to-business (B2B) sales

#### Data Source Systems

Application: CommercialWare, SYSPRO and Book4Time  
Database: SQL Server, DB2  
Hardware: Windows Server 2008

#### QlikTech Partner

Allegro BI

that took two days to aggregate and compile without QlikView.

Bliss' standard reporting needs were widespread from the Executive office to the front line. "QlikView is simple enough that our CFO now runs his own reports, which is not exactly typical at most companies," said Govani. "He is no longer dependent on business line managers to get the answers he needs."

Through daily QlikView sales reports, Bliss users can view targets for different product lines, compare sales of each line and analyze variation of the same products from previous period sales. Before QlikView, it would have required a few weeks to compile this level of detail, and the data would be stale by the time the report was delivered. Now, this in-depth sales information is available on-demand, every day.

Sales intelligence related to employee performance has also greatly improved. In the past, Bliss was only able to view total B2B sales to each retailer (e.g., Sephora, Bloomingdales, etc.). Now, management can slice and dice by territory for a more detailed and actionable view of each individual sales manager's performance.

Within the spas, QlikView enables Bliss to measure retail sales and service performance by technician. In a click, General Managers (GMs) are now able to compare and contrast retail and service dollars sold to easily identify how technicians are tracking to their individual sales goals. Because the pre-QlikView process was so tedious and lengthy, most GMs only assessed productivity once a month or once a quarter. Now, ongoing performance management at the technician level is a regular occurrence.

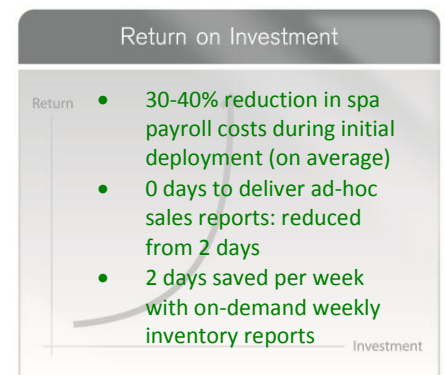
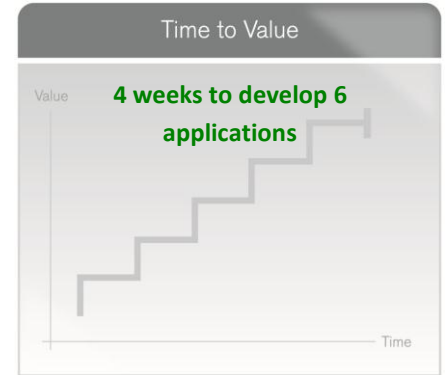
### Massaging spa schedules for greater profitability

Once the QlikView sales and financial applications were successfully deployed, use grew organically throughout the company. From Senior Management to the front line, Bliss employees at the NYC headquarters and 15 spa locations are also using QlikView for Executive Management, Marketing, Operations, Supply Chain and HR analysis.

One innovative application enables GMs to optimize the spa staffing schedule based on historical analysis. Bliss managers had been scheduling at peak payroll capacity on a daily / weekly basis without proactively matching staffing forecasts to coverage demand. This resulted in a disproportionate allocation between payroll spend and actual sales generated. For example, if a spa had eight manicure stations, the schedule would always include eight nail technicians from open to close, even though there were only a few days a month during which the services rendered created this coverage need. With QlikView analysis, managers are now able to predict how many of each type of service is planned at the day-part, day of week, and even season of the year intervals. Schedules are not only more accurate, but also can be flexibly adjusted based on unique and / or unplanned events. In only two months of use, the schedule optimizer application is on track to save Bliss approximately 30-40% in staff payroll expenses — savings that will directly affect the company's bottom line.

### QlikView: Faster answers for smarter business decisions

In addition to reducing time spent on reporting and the associated cost savings, QlikView has enabled Bliss to increase visibility into sales, marketing and inventory performance. With a single interface to access data from all three ERP systems, users can



analyze trends (e.g., customer affinity analysis and conversion rates), verify inventory (e.g., product sell-through, inbound and on-hand inventory), and ultimately capture a greater share of customer spend by marketing personalized cross- and up-sell offerings.

QlikView's simplicity has made life easier for Bliss users at all levels of the company. The majority of users are able to work with QlikView in minutes, driving up adoption rates while minimizing training costs. And Bliss' IT team is able to build new applications in an average of one or two days.

"With QlikView, we find ourselves asking questions we never considered before," said Govani. "The ability to get immediate answers allows us to shift priorities, cut expenses and operate more efficiently."

"The best part about QlikView is that it puts data analysis into the hands of the people on the front line. No longer simply following instructions from management, they can view performance themselves and react appropriately."

Mohit Govani, VP of IT, Bliss