

Value Retailer for Younger Generations

Store Re-brand Project

RESULTS

632

Stores received new graphics in just 14 days

1

Dedicated project manager who coordinated communication among all parties

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THANK YOU to you and the team for supporting [us] with the rebranding of all stores. It was a Herculean task that NEST executed with a high degree of precision and professionalism.

— Director, Purchasing

NEST combines technological solutions, consulting, and independent service providers to produce actual cost savings.

Contact Us Today

The Situation

The organization had a very small window to update in-store graphics for a new brand initiative in 850 stores in just 14 days! They required a partner who could manage this project completely from start to finish and ensure the stores and corporate office were updated timely. Each location had a unique layout and required various types and sizes of graphics. In addition, execution of the graphic installation had to take place during store operating hours, adding to the complexity of working around customers.

The graphic design and production company was actively involved in the project and agreed to install 218 locations, while the partner was responsible for the remainder. It was important for them to be involved to fully understand what was or was not working with the production of the graphics. This added another layer to the importance of project communications.

The NEST Solution

NEST had just 2 weeks to prepare and was able to hit the ground running. A dedicated project manager was assigned and relocated to the client corporate office for 2 weeks during execution. The NEST® ISP Network™ was leveraged to source regional providers who could install multiple locations. NEST University designed a training plan for NEST to host webinars ensuring providers were up to speed on the project requirements and installation; these sessions were tweaked based on the locations' needs. A dedicated project phone line was established for providers to call and speak to someone on the NEST Project team for any questions or concerns.

The Results

The project was completed within the 14-day timeframe and within the projected budget. NEST had all stores assigned a provider before the initial project kick-off! Having a dedicated project manager ensured execution was kept on time and within budget. Overall communications amongst stakeholders were of utmost importance. One daily update call took place every morning; otherwise, the teams leveraged Microsoft Teams for communications amongst the group to cut down on emails and phone calls. The training sessions helped minimize the number of store callbacks.

