DELAMIBRANDS

Streamlining High Quality Inspections

DELAMIBRANDS

Brands
10

Locations
329

Apparel & Fashion Retail

delamibrands.com

"
Nimbly empowered my team to scale our retail execution and monitoring, increasing consistency, sales growth and productivity.

Boysanto Pasaribu
Commercial Director
Delamibrands

Nimbly Technologies

About Delamibrands

adidas   THE EXECUTIVE   COLORBOX   et cetera   WOOD

Lee   le coq sportif   Tirajeans®   JOCKEY   Wrangler

Established in 1979, Delamibrands is one of Indonesia's biggest apparel & fashion companies and manages some of the most iconic brands in fashion in the country including Adidas, The Executive, COLORBOX, et cetera, Wood, Lee, Le Coq Sportif, Tirajeans, Wood, Jockey, and Wrangler. With more than 300 stores across the nation, Delamibrands serves over 50 million consumers per year.

Challenges

Before adopting Nimbly, the group's Operations Manager (OM) collected operational reports from the retail store managers (RM) manually.

The reports were delivered verbally or on-paper, which was then typed out and sent to the Group Operations Manager through email or WhatsApp.	No photos or videos could be attached in the reports, so evidentiary validation was lacking.	RMs needed to compile and rewrite the data into reports, delaying the completion and delivery of the reports by at least a few days.

The manual way of collecting reports hindered the Delamibrands' Management Team from gaining a real-time view of operations and being able to respond to issues swiftly. Additionally, since the reports were coming from different sources, it was hard to track whether the reports were submitted on time, or even submitted at all.

Nimbly Solutions

Using Nimbly, Delamibrands saved 33% of the time for the store execution reporting, while achieving concise, quality store visits and routines supported with live photos and videos.

This retail execution digitalization saved Delamibrands over 855 hours of manual data entry and 17,000 pages of paper per year. The Reporting Frequency by the Retail Managers has also increased from just weekly to 2-3 times / week.

Management gains real-time visibility on all issues in the stores through Nimbly's Issue Tracker, which automates issue escalation and assignment.

Delamibrands is able to implement new tasks and processes quickly, The Overall Report Completion rate increased by 40%.

Discover how Nimbly can assist your retail operations. Schedule a meeting with us today.

Get Started

Results

33%
time saved on retail execution

40%
increase in inspection report completion rate

100%
Eliminates paper use