

Background

IN Marketing employs 20,000 field workers across the US and Canada. One team of 2,500 employees performs experiential marketing (sampling and demos) for all BJ's Club locations.



Challenge

IN Marketing needed a cost-effective way to successfully schedule and manage a roster of over 2,500 part-time field marketing employees.

Solution

IN Marketing uses the Cognistix Workforce Management Platform to organize and manage their field operations. Cognistix is the system of record for all time management activities, including scheduling, check-in/check-out, hourly limitation compliance and payroll reporting. The IN Marketing field staff also use Cognistix for their onsite data collection needs – completion of call reports, surveys, photos, evidence and much more. Administrative staff at the IN Marketing home office use Cognistix to ensure that all resources are being utilized as well as to determine where new staff needs to be recruited for current or future projects. All of the data in the system can be exported to Excel for additional analysis and manipulation.

Results

Using Cognistix, IN Marketing manages the scheduling and reporting for a team of 2,500 employees with only two administrators. Time punch data is automatically collected for use with their payroll systems, and call reports are immediately available to local management as well as staff at the home office. Many common tasks and activities are automated, and the home office is responsible for managing exceptions as needed. This saves untold hours of administrative time and frees up management for higher-value activities. The overall supervision of the team is performed at a ratio of 11:1 and the use of Cognistix limits the administrative burden for Club Supervisors to only 4 or 5 hours per week.

Feedback

“Cognistix provides a user friendly and efficient approach to manage execution, staffing, data collection and employee retention.” – Katie McCants, Director of Client Services, IN Marketing