



Case Study:



# Zavanta Software Helps Retailer Justice Enable Extraordinary Customer Experiences

## Summary

Justice is the largest tween girls specialty retailer in the world with over 800 store locations and a growing e-commerce business.

COMPROSE's Zavanta enables Justice to create efficiencies and provide consistent customer experiences by giving their Store Associates on-demand access to the latest policies, procedures, and forms through a highly-engaging portal called JOSIE (Justice's Operating System).

Prior to Zavanta, Justice's policies and procedures consisted of PDF files uploaded to their intranet. Store Associates were often looking at outdated policies and procedures and spending too much time hunting for information.

Their Zavanta-generated JOSIE portal is available in every store location. Associates can look up how to do any task and get their questions answered faster. Now, Store Associates have more time to ensure that customers have an extraordinary in-store experience.

*"We were looking at how we could create more efficiencies. We felt that Zavanta was a very cost effective solution. "*

Sarah Brown, Brand Experience Manager at Justice



We celebrate tween girls through an extraordinary experience of fashion and fun in an everything-for-her destination.

## About Justice

Walk into any large shopping mall in the US and you're likely to see a Justice store. Today Justice, a division of Ascena Retail Group, Inc., is known as the destination for fashion-aware tweens. Justice provides the hottest fashion merchandise and accessories for tween girls, ages 7-14. Justice operates over 800 stores throughout the United States and Canada, along with an international presence in Asia, Mexico, Latin America, and the Middle East as well as an e-commerce site.

Justice's mission is to inspire individuality and self-confidence in tween girls through fashion. Justice is known for providing the hottest fashions in a unique interactive environment, all at a great value.

### Justice's Style Advisors are more than sales associates; they are mentors and advisors

Style Advisors are the living embodiment of the Brand and are the people who interact with customers on a daily basis. They play a valuable part in helping a tween girl find what's going to make her feel comfortable, allow her to express her individuality, and boost her self-esteem. It's common for Justice's tween girl to look up to Style Advisors, whom they've come to know, and share what's going on in her life.

That's why "*increasing Style Advisors' operating efficiencies*" is extremely important.



## Before Zavanta

# Word + PDFs on an intranet wasn't working

Prior to Zavanta, Justice wrote their policies and procedures in Word, then saved to PDF. Those PDF files were then uploaded to the company intranet.

According to Sarah Brown, Justice's Brand Experience Manager "Our Store Associates had a difficult time finding what they needed; the right document, the right page. It wasn't easy to keep everything maintained. We would print everything out, insert paper copies into interoffice envelopes and give to each owner to write or update. Often, the stores were looking at outdated policies and procedures. Everything was very cumbersome.

We started looking at how we could create efficiencies for our Store Associates. We got to the point that we needed to make more of an investment in this. We felt that going with a third party, such as COMPROSE's Zavanta, would be best for us since we didn't have the expertise inhouse to build out a solution. We felt that Zavanta was a very cost effective way to go."

## After Zavanta

"Zavanta's Authoring tool was a big win for us. It's given us much needed consistency. Previously, you could sometimes tell who wrote each section. Plus, it wasn't always possible for one person to be the primary author. With Zavanta, we can have different owners get into writing because of the control and structure the tool provides us.

It's been easy to transition Zavanta administration to other people. Once you learn the basics, the day-to-day management is pretty easy. "

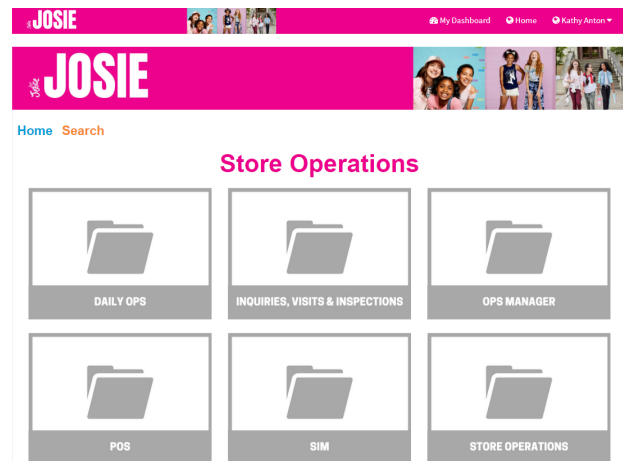
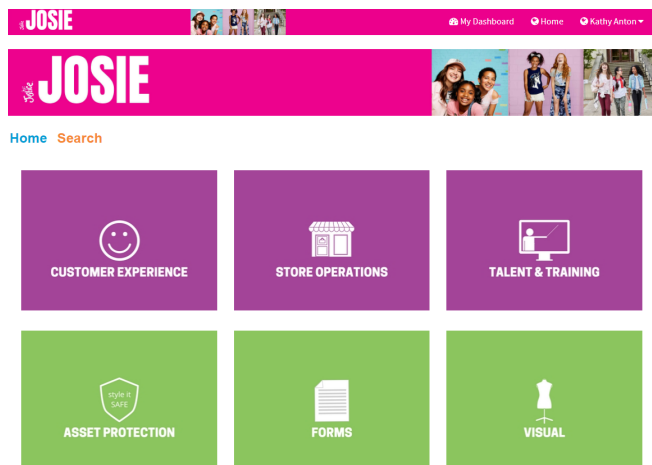
# Meet **JOSIE**

## Justice's branded Portal

What Allie Grossett, Justices's Coordinator - Brand Experience, has created with Zavanta's employee portal generator is inspiring. This is clearly not your old-style document repository.

Their Portal even has its own persona! JOSIE (Justice Operating System) embodies Justices branding and is the hub for all store operations knowledge covering everything from "Opening a Store" to "Ear Piercing."

Allie has created a homepage that lets Store Associates drill down into various categories and subcategories. JOSIE also has her own search engine.



JOSIE is available at cash registers and in the back offices of every store.

Individual procedures have built-in section navigation so that it's easy for users to quickly jump to where they want to go. Associates can also pull up printable forms.

Now, when questions come in from the field, instead of always giving Associates the answer, Justice's managers direct them to "ASK JOSIE" first.

### Process Steps or Stages

#### J17 Design (2016-2018)

Stores with a J17 Design were built in 2016-2018 and have the following attributes:

- (2-4) feature walls
- pink trim around the top of the walls
- white shelves
- fitting rooms with white glitter walls and a lounge area (select stores)
- TV on the back wall of the cashwrap





## What Justice says about our service & support:

*"When we've needed technical support,  
your team makes us feel like we're the only  
client you have. "*

*Allie Grossett , Coordinator Brand Experience at Justice*

## What's Next

Justice's JOSIE portal is already linked to the company's intranet. Justice has plans to look at linking their Policies and Procedures into other cloud-based systems such as Workday® and utilize Zavanta's automated review/approval workflow.



COMPROSE's Zavanta is a cloud-based software system for capturing and sharing operations knowledge. Zavanta enables any organization to communicate Processes and Policies in a way that empowers employees and helps them work smarter. Managers have a single system for operations, compliance, and training.

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