

Case Study: GameStop

Why GameStop chose Opterus

GameStop had been using a simple, plain text POS email solution in combination with an elaborately developed Microsoft SharePoint site to communicate to over 4,000 stores in the US. In 2016, facing escalating costs for SharePoint in combination with an aging communication platform, GameStop chose to competitively analyze options in the market. Key criteria for the evaluation consisted of: communication, task management, content including visual UI, reporting and metrics, and overall platform capabilities and roadmap. The features offered by Opterus, in combination with the overall investment, made this a winning choice.

Benefits since using Opterus

Since implementing the system in late 2017, GameStop has recognized an immediate ROI by offsetting the Microsoft licensing cost. The licensing model from Opterus enabled an individual account model that can flex with the business growth without massive cost swings typically experienced in the retail segment. Furthermore, the communication lines have become extremely targeted to ensure messages reach each impacted individual on our front line of sales. Benefits stretch beyond these metrics to a more qualitative offering, including a leadership team that is accessible and responsive (a rare find from many competitors today!), a roadmap that reflects solutions to customer pain points, and a transparent partner when questions arise. We were amazed by the ability of Opterus to incorporate a key new feature needed by GameStop into their existing roadmap at very little cost and time.

Usage of Opterus

GameStop is using a majority of the Opterus modules, including: task management, messaging, calendars, evaluations, knowledge base, document library, dashboard and compliance reporting. The usage of store audit, or store walk in GameStop terminology, is anticipated for 2018.

The task management and coordinating calendar have proven the highest value return. The issuance of tasks to all stores has been reduced from an effort that previously took hours down to mere minutes – and the ability to report on nationwide progress is easily obtained by the system and content administrators (no special requests needed from our Business Intelligence



team!). GameStop's field managers quickly embraced the tasks to remove the previously used post-it approach for reminders with the Opterus option for traceable, actionable items. The added visibility into the calendar is new and has been especially helpful for task execution.

GameStop's store-based employees do not have email – therefore the granular targeting of messages, the rich text format, and the mobile access for our regional and district leaders, has greatly enhanced communication. The categorization and filtering of messages enables our store associates to quickly focus on relevant time-sensitive communications so they can maximize their time on customer interface.

The switch from the old solution to the new was done with almost zero training efforts – the solution is intuitive enough to launch with minimal negative impact.

Growth Potential

The implementation of the new platform has been so successful that GameStop is investigating expanding use to stores in Canada, Australia, and potentially Europe.



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