

# Efficiency Case Study

## Challenge:

- Merchandising team spending a lot of time on manual tasks
- A lot of duplicated work
- Merchandisers struggling to effectively cover main areas of the website

## Approach:

- Full workflow assessment
- Identified manual and repetitive tasks that could be removed / improved / automated

## Results:

70%

More time  
Per week

60%

Workload  
automated

