



## CASE STUDY

### Specialty Retail Clothing Chain

NATIONWIDE



#### COMMERCIAL

#### RETAIL

**OPERATING COMPANY:**

USM, Inc.

**CLIENT:**

Specialty Retail Clothing Chain

**PROJECT DURATION:**

Ongoing

#### VALUE DELIVERED

USM has shown true partnership to this client in our concern for protecting their assets while minimizing the impact to the client's spend. This was accomplished through proactive planned maintenance programs and intense client site data analysis that maximized the life cycle of their assets.

#### CLIENT OBJECTIVES

While the client has had its spend reduced by the current economic climate, they needed to protect their sales floor asset conditions within their present budget.

#### SCOPE OF SERVICES

Due to the client's financial restrictions, we chose to "level set" maintenance frequencies by moving their spend around from site to site, better protecting their assets.

This was accomplished by analyzing the foot traffic at each location and using that data to move services from low foot traffic locations to high foot traffic locations.

USM took that one step further and combined the foot traffic data with the type of store (i.e. mall, open mall and street) to determine where to move services or add services to various locations.

Finally, monthly and quarterly service order volumes were analyzed to move services within them to minimize "overloading" shortened months or quarters.

#### TECHNICAL SOLUTIONS

Relationships

Quality Service

VALUE ENGINEERING

Experience

Project Schedule & Coordination

EXPERTISE

- ☐ Design/Build
- ☐ Bid Build
- ☐ New Construction
- ☐ Retrofit/Renovation
- ☐ Electrical Construction
- ☐ Mechanical Construction
- ☒ Facilities Services
- ☒ Consulting Services



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## SOLUTIONS

Through “level setting” USM was able to move \$36,000 in services from mall locations with medium or low foot traffic to open mall or street locations without variation to the client’s budget. In addition, USM added enough services to better protect the client’s assets resulting in a 1.4% increase in service orders and a 2.5% increase in their sales floor service annual spend.

USM’s service performance had been hindered in the past by the volume of service order variation in prime retail months such as February and November, resulting in incomplete services and unprotected assets during the winter and high foot traffic months. In light of this, we reduced service volume in Q4 by 10.5% during winter and holiday impacted months and increased volume in Q3 by 19% in time for pre-holiday preparation. Finally, we reduced shortest month volumes by 25% and 24% respectively for February and November.

## BACKGROUND

Our client is a specialty retail clothing chain operating over 3,000 sites across the U.S., offering clothing, accessories, and personal care products for men, women, and children. The client’s geographically diverse locations and transient traffic variations adds to the depletion of their asset conditions, thus the need for USM’s services.



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