



# PSI CONSULTANT DRIVES SALES THROUGH BUY ONLINE PICKUP IN-STORE

## PROJECT INCREASES REVENUE DURING COVID-19 ECONOMIC SHUT DOWNS

### THE CLIENT ▶

Bath and Body Works has been creating unique scents for over 20 years. Their wide-variety of products include 3-wick candles, body washes, hand soaps and more. During the onset of the COVID-19 pandemic, Bath and Body Works was in need of additional support for the Buy Online Pickup In-Store (BOPIS) project. With the rapid turn of events, the team needed immediate assistance with: creation of process documents, weekly status reports, project tracking tools, and managing change requests.

### THE SITUATION ▶

In the early stages of COVID-19 BBW had to close all stores nationwide. Buy Online Pickup In-Store was implemented to solve the issue of reopening stores and getting customer access to their most essential products.

Customer expectations around convenience and experience were evolving and this was BBW's initiative to maintain competitiveness and brand relevance in the market. The project created dual channel experiences.

### THE GOALS ▶

PSI provided a consultant to serve as project coordinator to work closely with stakeholders and ensure BPOSI was tracking the right deliverables and milestones and providing visibility to leadership.

PSI's consultant was tasked with providing an additional level of ease and convenience to customers' shopping experience. She was motivated to drive sales, increase store traffic and impulse purchases, increase conversions, reduce wait time, improve customer satisfaction and loyalty.



*"When project risks were identified, I ran through the appropriate process channels with business SME's to develop a mitigation plan. It was also my responsibility to develop the master project plan document. This document served as the lead document that encompassed the entire governance of the project that tracks all activities associated with the launch. In managing these responsibilities, I was able to ensure that the project was tracking in positive health with minimal risk," she said.*

PSI's consultant is now working towards solving the nationwide store closure crisis using BOPIS as a solution to the reopening of stores and getting essential products (hand soaps and sanitizers) to BWB customers quickly and safely.



## THE RESULTS ►

The role quickly grew into lead project manager responsibilities through the consultant's willingness to manage work stream deliverables, leading executive steering committee meetings, and managing vendor relationships.

### PSi's consultant achieved the following accomplishments:



- **Increased** store traffic
- **Impulse** purchases & up-sell opportunities
- **Increased** conversion



- **Reduced** wait time to receive product
- **Eliminated** shipping fees



- **Possible** reduction to fulfillment costs and capacity challenges
- **Improved** customer satisfaction & loyalty

*If you are looking for more than a temp or staffing agency and truly want to go the next step in your career, PSi is the best place for you to do that. The team is full of high qualified individuals that care about your career and value your accomplishments to make sure you are being matched and placed in settings that enable you to flourish.*

*It's not only a partnership, but I was made to feel like I was part of the PSi family.*

