Creating a safe and efficient retail environment, powered by iAuditor

The retail industry is fast moving and competitive. Technology and innovation is on the rise and IT departments need to keep up in order to survive. As a large retailer with over 760 stores, Coles chose iAuditor to get an edge over their competitors.

Coles has 760 retail stores that provide fresh produce, dairy, apparel, a range of merchandise and employs 100,000 staff.

Coles' mission is to provide quality products, work towards a sustainable future, form lasting relationships with farmers and support local jobs in the food industry.

iAuditor is being used across 760 stores, allowing every single store to conduct their own audits and in doing so, providing management visibility over all the store operations.

INDUSTRY
Retail, Food

COMPANY SIZE
100,000 employees

LOCATION
Australia

FOUNDED
1914

PRODUCTS USED
iAuditor &
SafetyCulture

Delivering the highest standard of quality and safety across 760 stores and 100,000 staff, is as worthy as challenges come. Simon McBurney and Ben Carroll were set the task to make their team's life easier, by simplifying their safety audit process. How do Coles ensure they're at their best, all day, every day? And how could one solution work for 760 different retail stores?

The Problem

Before iAuditor, audits were cumbersome, paper-driven and took a long time to complete. A red clipboard labelled 'Audit' was the primary tool to conduct inspections after printing out a 40-60 page document. Audits were conducted by nine different auditors, involving an individual inspection at all 760 stores. Reports took hours to create and provided little insight into areas of improvement. This process was expensive and arduous and changes needed to be made to keep ahead in the competitive retail industry.

> "iAuditor empowers us to give the customers a shop that they can trust, and gives us the ease and simplicity to let stores really get ahead of the game to deliver on opportunities to improve."
>
> - Simon McBurney, Senior Delivery Analyst

SafetyCulture

The Solution

Simon McBurney knows this outdated system all too well, having worked at Coles for the last 16 years as their Senior Delivery Analyst. After looking at their internal auditing process, Simon wanted to find out if there was a digital solution to this problem after recognising the profound impact smartphones could have on his personal life.

"We went through the process and looked at traditional audit programs and thought what could we do?"

"iAuditor is like nothing I've ever seen or experienced before."

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iAuditor allowed the Coles team in over 760 shops to assess themselves and use the app for their national self-assessment. In Coles today, all store managers are doing their audits on a monthly, weekly and daily basis, providing management with live visibility over the entire organisation.

Having staff engaged with the tools has resulted in managers becoming involved in the discussion and future advancement of the stores, and, gives Coles the opportunity to respond quickly to areas of non-compliance.

SafetyCulture

Rolling out iAuditor across 760 stores

Simon and his team asked themselves - how can we get this audit paper online? How can we make it an actionable tool to make it an easy experience and coach the team into great operating standards?

"One of our slogans at Coles is 'A Little Better Every Day. An important asset of retail life is to be able to reflect over your shoulder, but we weren't giving our staff the right tools to do that."

"That was why iAuditor was so good because we could grab it and really start to learn."

> "Getting iAuditor out to 760-plus shops, with so many employees changing control, to be perfectly honest, it was pretty easy. It's not often you get that in a roll out of this magnitude. We rolled it out in a matter of weeks."
>
> - Simon McBurney, Senior Delivery Analyst

Ben wanted something to make life easier for his 100,000 staff across Australia, while breaking through barriers of age and technical ability.

"People who are hesitant to use technology find iAuditor easy to use due to its simplicity."

SafetyCulture

> "iAuditor has got us talking about where the future lies and how tools like iAuditor can help us improve."
>
> - Ben Carroll, Coles Delivery Analyst

Food safety

iAuditor along with SafetyCulture, not only allows the store to operate efficiently, but also ensures they are compliant with food safety legislation and laws that are vital to creating a safe environment.

"We had to deliver a product that resonates beyond the store manager as well. We believe we've hit the mark with the solution, helping them manage the shop and ultimately giving customers a store they can trust."

"To be able to equip the stores to quickly and easily reflect where they need to be and the improvement they need to make so that we can absolutely 100% guarantee a shop you can trust when you come to Coles in all different locations. That's where iAuditor comes in and gives you that simple way to achieve that."

iAuditor's versatility and the future for Coles

iAuditor is being used in ways the Coles team never imagined. Simon and Ben are constantly surprised at how the store managers are coming up with new ways to use the app and manage the overall safety of each individual store.
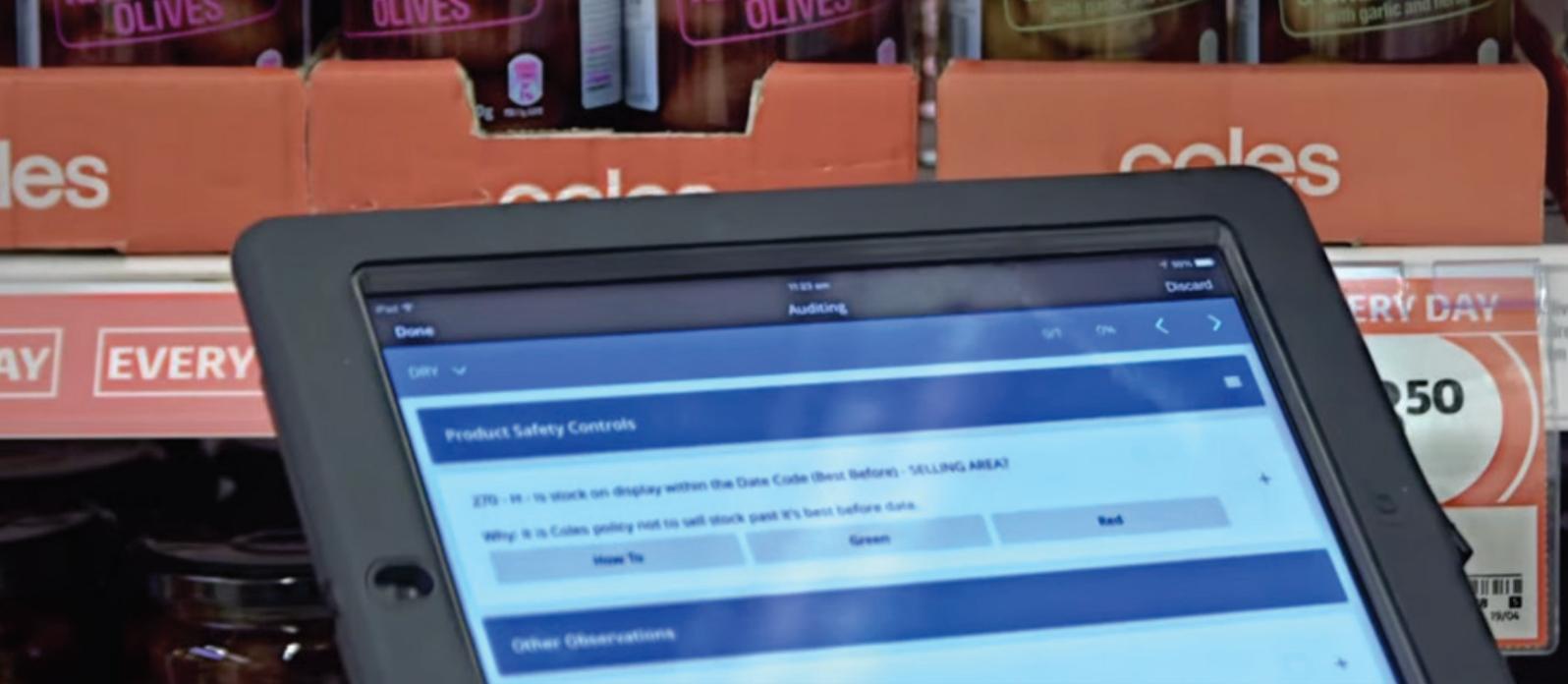
SafetyCulture

iAuditor is used across multiple devices within Coles

The data and analytics from SafetyCulture allow for transparency across the entire corporation.

Ben says that after introducing iAuditor into Coles they can easily identify trends and get a comprehensive look at their internal workings but also the external.

> "One of the things SafetyCulture does really well is to keep evolving their product for free. We look at something and go if it would be nice to do that, two months later we can."
>
> - Ben Carroll, Coles Delivery Analyst

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