

How may we help you?

Customized, focused business solutions for retailers.



 Senn-Delaney Consulting, LLC

Senn-Delaney Consulting LLC has a heritage in retail consulting that reaches back more than 30 years. We develop customized, focused business solutions for retailers which produce a high, positive impact on R.O.I.

Service offerings fall into four principal areas of concentration:


- Store Operations
- Headquarters Effectiveness
- Workforce Management
- Customer Experience Enhancement

Within these areas of concentration, Senn-Delaney consultants identify and implement processes and practices designed to enhance revenue, reduce expenses and improve the overall customer experience.



enhance revenue

reduce expenses

 Store Operations

Perhaps the most crucial introspective question any retailer can ask is: Do our stores reflect and support our business mission? Senn-Delaney consultants understand the theoretical and practical dynamics of store operations, from defining requirements to implementing process enhancements and facilitating new processes. Our goal is to ensure every store in the enterprise operates at optimal efficiency and in full support of the ideal customer experience.

Sales Floor Effectiveness

We help evaluate, develop and implement selling and service programs by shifting attention to staffing level descriptions, desired selling and service behaviors, customer management programs and other services.

Store Process Reengineering

We focus on evaluating and redesigning key store operational processes to improve productivity, enhance the selling environment and increase sales.

Store Selling Floor Presentation

We help examine and enhance areas such as store-level inventory management, merchandise presentation and adjacencies, space allocation and management, and pricing programs.

Employer of Choice Programs

Specifically, we establish retailers as an "employer of choice" through workforce development, definition of roles and responsibilities and compensation programs.

Store Labor Management

We help develop labor management strategies, manuals, systems and labor standards to reduce store payroll expense, and improve customer service coverage.

Productivity and Organizational Alignment

Working in tandem with retailers, we establish programs to improve productivity and better manage resources. Specifically, we establish productivity standards, set goals, develop staff planning and organization realignment and introduce coaching and recognition programs.

Diagnostics

We work closely with retailers to utilize new performance measurement systems to balance non-financial and financial measures, including: economic margin analysis (EMA), balanced scorecard, cost and profitability management, benchmarking and global best practice diagnostics.

Senn-Delaney improved our employee productivity, enhanced our selling environment and increased sales.

