



Leverage big data to level up productivity

Game-changing app unlocks business productivity – powering efficient, cost-effective performance

WHY THIS APP MATTERS

- **Created by UK's leading retail productivity experts** - ReThink work with retail and hospitality giants including Costa, Vodafone and Boots to help deliver their business goals
- **App offers game-changing productivity insights simply and quickly** – the app allows businesses to collect, review and analyse work study data instantly
- **Enables businesses to see how they measure up against industry standards** - includes benchmarking data, so businesses can compare their results to standards within their sector
- **Unique features help the app fit seamlessly into analysts' working methods** - captures notes and photographs and results can be exported
- **Built using feedback from highly experienced analysts** who have spent decades collecting and analysing work study data

ReTime is available to download on Android from Google Play.

INNOVATIVE NEW WAY TO BOOST PRODUCTIVITY

ReTime allows businesses to instantly capture key data about how efficiently their business is running and offers powerful analysis enabling businesses to work at optimum efficiency.

For nearly a decade ReThink has been transforming the way some of the world's biggest companies operate – refining their processes, reviewing their systems, analysing change impact and ensuring they're operating at maximum efficiency and productivity levels. ReThink have now put all their expertise into pioneering new app ReTime.

CAPTURING AND ANALYSING POWERFUL DATA TO DRIVE PERFORMANCE

The app enables companies to complete invaluable studies, including:

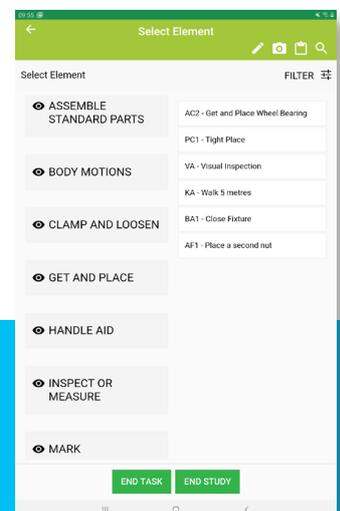
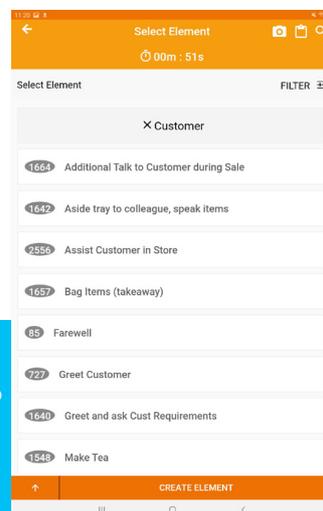
- **Direct Observation Time studies** - gathering data about the time it takes for colleagues to complete tasks, to facilitate highly accurate budget and resource planning
- **Rated Activity Sampling** – capturing data about how teams spend their time to identify efficiency improvement opportunities
- **Day in the Life Of studies** – analysing the activities of specific team members to identify key ways to boost efficiency

Until now there has been limited technology for businesses to choose from to capture work studies – ReThink's own analysts were frequently frustrated by these limitations. Based on this feedback, they created ReTime.

The app is built to provide highly accurate data and is designed to fit seamlessly into analysts' working methods – whether the analyst is visiting a store or hotel or in the office. Users can capture photos, notes and set reminders. The app also prompts the analyst with questions in order to ensure the data capture is as rich as possible.

INNOVATORS IN PRODUCTIVITY

ReThink has unrivalled expertise in helping businesses to manage whatever challenges they're facing – whether they're attempting to scale at pace, cut costs, stay agile to cope with everchanging customer expectations and operating model challenges or structure leadership teams to deliver business objectives. They work with everyone from small chains and medium sized organisations to multi-chain, multi-national businesses, at every stage in their journey – whether they're looking for quick win cost saving or boosting rapid growth.



About Simon Hedaux, Founder & CEO

Simon Hedaux started in retail operations, quickly progressing through the leadership ranks and on to head office. Becoming Productivity Manager at leading UK retailer Boots, he then became a Workforce Management Consultant before founding ReThink Productivity. In just nine years it has become one of the leading productivity consultancies – helping some of the world's biggest businesses get ahead.

For further information or images, or to try the ReTime app, please contact:

DURGA BRADLEY: ✉ durga@startuppr.co.uk **EMMA HOLTZ:** ✉ emma.holtz@startuppr.co.uk

+44 (0)1497 288 018