# ThoughtSpot for Reopening Readiness

As the world begins to lift shelter-in-place restrictions brought on by COVID-19, customer safety is paramount to any business's re-opening strategy. Businesses need to reopen quickly while keeping people safe and informed during the crisis and beyond.

In this eBook, we outline the following reopening readiness use cases that ThoughtSpot is supporting with fast, granular insights:

- Supply Chain Resiliency

- Demand Forecasting

- Inventory Planning

- Financial Recovery

- Branch Planning (Location Prioritization)

- Branch Planning (Safety Precautions)
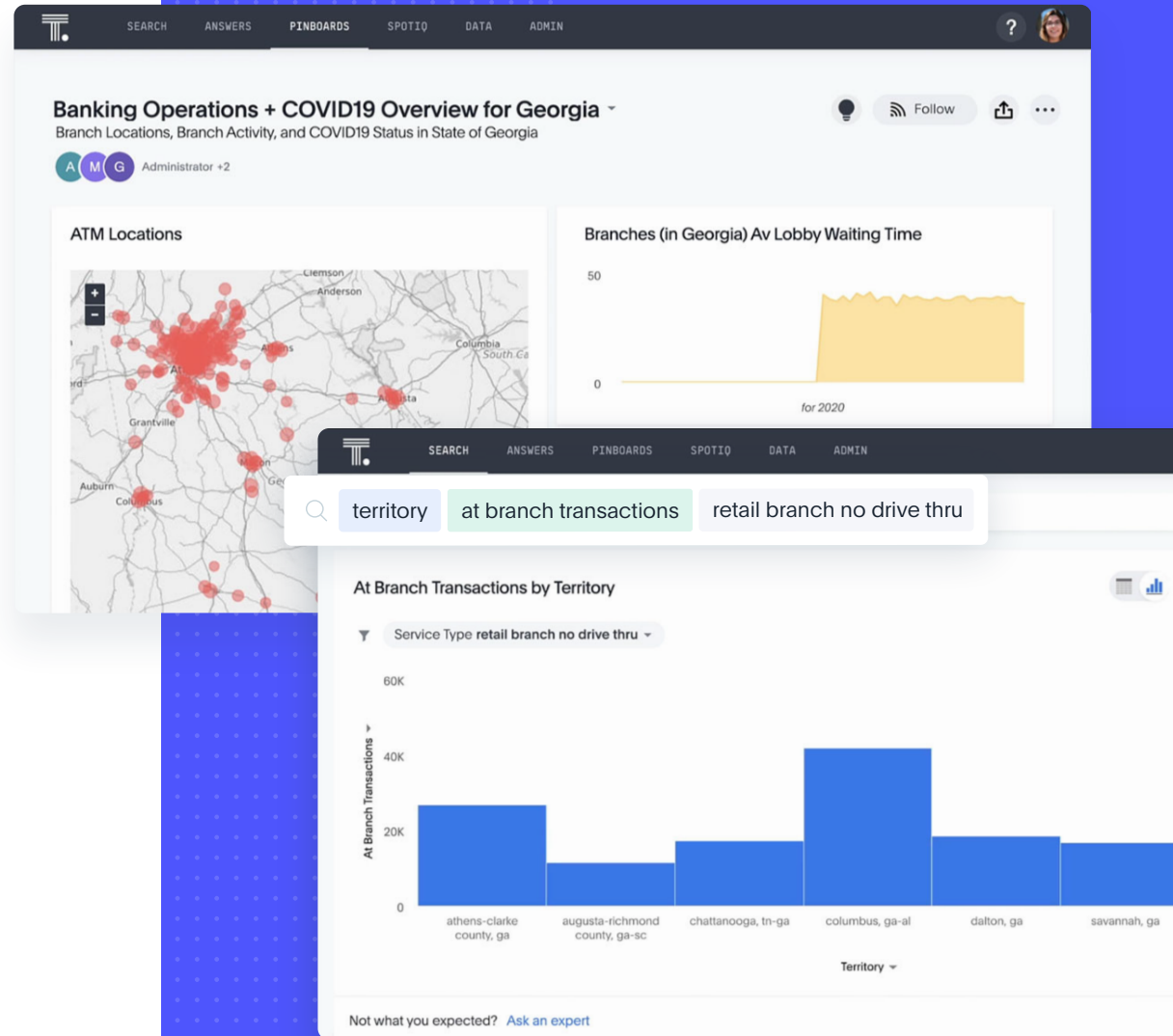
Supply Chain Resiliency

🔍 Show me suppliers by location overlaid with forecast data for COVID-19

Apparel company uses ThoughtSpot to identify alternative suppliers, not skipping a beat to meet Fall jacket demand

Governments around the world are beginning to lift shelter in place restrictions, and are doing so at different rates depending on the severity of impact COVID-19 has had in their region. For an F500 Apparel Company planning to meet Fall demand, this meant taking a look at the capabilities of its global suppliers and, in some cases, identifying alternative options.

With ThoughtSpot, the Apparel Company was able to quickly understand that factories in the US and China - which made up almost 67% of production for its flagship product, jackets - would not be able to meet Fall production quotas given their respective numbers of COVID-19 cases.

A quick overlay of their forecast data on COVID-19 cases in ThoughtSpot revealed promising alternative suppliers, allowing them to diversify and meet demand. Using ThoughtSpot's Explore Mode, the Apparel Company was able to drill further into these results and leverage AI insights to generate a list of factories that could produce specific in-demand products, like Fall jackets.

Within minutes, ThoughtSpot transformed the Apparel Company's supply-chain dilemma into an actionable list of alternative suppliers to keep production of their flagship product on track.

Demand Forecasting

🔍 What are my expected sales by Top 10 SKUs monthly through the end of 2020?

Outdoor apparel retailer readies for a variety of re-opening scenarios across channels

As economies re-open in phases, it is critical for business users to be able to make data-backed decisions about sales planning and inventory ordering by channel. This enables companies to better meet customer needs in-person, online, and curbside. With ThoughtSpot, this can all be done with just a couple of searches.

For example, one outdoor apparel company is using ThoughtSpot to compare three different sales forecasts - a non-COVID forecast, an Optimistic forecast, and a Cautious forecast - to understand predicted sales trends and when they might expect a return to relative normalcy in demand across channels. Rather than being stuck at a high-level, the retailer was able to easily uncover granular insights by individual product and date to predict total dollar expectations for every single product every single day. Since they needed to place orders with their suppliers months in advance, this data was invaluable. ThoughtSpot made it easy to explore, communicate, and plan for a variety of recovery scenarios months in advance of the business need.

Inventory Planning

🔍 What were my weekly sales by channel between March and June 2020?

Retailer uses ThoughtSpot to capitalize on buying trends that may be here to stay and get products where they need to be

COVID-19 has potentially created long-lasting shifts in consumer purchasing habits, and as businesses prepare to re-open, it is important to consider what new demand patterns may be here to stay. Take one Apparel Retailer, for example. Given that 85% of this retailer's sales last year were in-store, they wondered what trends they could expect to see for the remainder of 2020 so that they could pivot their strategy accordingly.

Using ThoughtSpot they quickly created pinboards to summarize how COVID-19 had affected sales by channel, noting that online sales increased dramatically while in-store sales plunged - as was expected. They were also able to track and understand new instances of curbside pick-up that they might like to continue as states re-open at different rates. To inform their re-opening strategy, they also used ThoughtSpot to analyze trends across several different sales forecasting scenarios.

All scenarios revealed a heavy emphasis on online sales towards the end of the year and an unexpected stabilization of curbside pickup sales. This gave them a comprehensive understanding of where they should plan to sell for the rest of the year and where they needed products to be available - whether at store locations or in a centralized warehouse waiting to be shipped. With ThoughtSpot, it was incredibly fast and easy for this retailer to access the insights needed for an effective re-opening strategy.

Financial Recovery

> 🔍 Show me current vs. previous income for households impacted by COVID-19

Cooperative Financial Institution supports customers financially impacted by COVID-19

In late May 2020, this Cooperative Financial Institution announced a program to support individuals affected financially by the COVID-19 crisis. The program was implemented in June and is ongoing.

The Data and Analytics team was tasked to create a solution to support this program. The expectation for analytics solutions at this institution is to be ready a few months after the launch of a business initiative. However, with ThoughtSpot, they launched the solution in only 7 business days in order to quickly react to the COVID-19 crisis that has led to dramatic changes in the economy.

The solution is aimed at supporting 150 users. It provides information about all the cases for payment holidays and payment breaks, application statuses, how the households are affected by COVID-19, how they will cope based on current spending, what the applicant risk is, how much the applicant debt is, what their remaining term is, how long it is estimated they will require support, and much more. The solution also provides the institution with information about the amounts expected to be collected versus the amount received and how long it will take to recover so they can quickly adjust the balance sheets. Ultimately, this program and the analytics solution powering it helps them support their customers better as they navigate through the long-term effects of COVID-19's economic impact.

Branch Planning (Location Prioritization)

🔍   Which branches with a high concentration of customers over age 60 have drive thrus?

Retail bank quickly analyzes live trends to identify which locations can welcome customers first

ThoughtSpot makes it incredibly easy and fast for any business open to the public to answer questions about re-opening, enabling as smooth and as safe of a data-driven return to work as possible. One bank in particular is using ThoughtSpot to create an actionable list of locations to begin re-opening, prioritized by low numbers of COVID-19 cases to ensure public safety. They were quickly able to filter for branches in counties with under 500 cases and then used ThoughtSpot to analyze live trends, focusing on locations where ATM-withdrawal levels had remained relatively steady. Within minutes, they had identified 89 branches in 49 cities that were great candidates to begin re-opening efforts.

ThoughtSpot can help businesses formulate their customer safety strategy with just a few clicks. By searching for top 20 branches by at-branch transactions and then filtering by age group, one retail bank saw that their busiest branches were also those most frequented by customers 60 and above. Drilling deeper into the results, they also saw that most of these locations had drive-thrus. Armed with these insights, they set a plan to post signage encouraging drive thru usage for deposits and teller withdrawals, decreasing the number of patrons who needed to come inside for service and increasing customer comfort and safety.

Taking it one step further, they then used ThoughtSpot's AI insights engine to see what other anomalies, trends, and more they can uncover about their branches. Within seconds, they had relevant insights about underutilized ATMs, wait times by transaction type, and even lobbies in specific counties that have lower average wait times than their peers. As a result, they were able to fine-tune their reopening strategy to direct customers to facilities with shorter wait times and encourage customers to perform many transactions in other channels, such as the web, a mobile app, or over the phone.

Branch Planning (Safety Precautions)

🔍 Daily customer count in locations with over 500 cases of COVID-19 per county

Fast food chain uses data-backed insights to enhance COVID-safe options for customers

As businesses prepare to welcome customers back, it is crucial to understand which locations may require additional safety precautions. One fast food chain used ThoughtSpot to focus on locations without drive-thrus in rural areas where there may not be alternative restaurant options. They saw that some of these locations were inside shopping malls, big-box retail stores, and other places that made social distancing difficult.

Within seconds, the fast food chain had identified locations that may require additional monitoring, controls on the number of customers allowed inside at a given time, more frequent cleaning and sanitizing, and perhaps extended hours for only those who are at-risk. With ThoughtSpot, it was incredibly fast and easy for this retailer to access the insights needed for an effective re-opening strategy.

The World's Most Successful Companies Use ThoughtSpot

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CANADIAN TIRE

Walmart

hulu

Medtronic

Capital One

BANK OF THE WEST BNP PARIBAS

BT

Nationwide Building Society

DE BEERS

Scotiabank

RobinHood Energy

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