

# NINTENDO GAINS 100% VISABILITY

How Nintendo of America uses Movista to streamline field execution and improve visibility

## SUMMARY

The operations team behind Nintendo of America needed a retail execution solution to help with their massive product launches. To meet their immediate and long-term needs, they adopted Natural Insight, a division of Movista. The solution offered robust functionality within the palm of a hand. Following adoption, the 150 field representatives successfully executed a major product launch spanning 6,500 retail kiosks. Now, no matter what Nintendo brings, the team is ready for launch.

150 Field Reps  
North America | Using Movista Since 2016



NATURAL INSIGHT PROVIDES **THE MOST ROBUST WORKFORCE MANAGEMENT SOLUTION,** THE MOST FLEXIBILITY IN THEIR MODULES, AND IT HAS THE BEST USER INTERFACE.”

– KAREN MENDOZA  
RETAIL OPERATIONS MANAGER  
NINTENDO OF AMERICA



## BACKGROUND

Nintendo of America's 150 dedicated field representatives are in charge of maintaining all Nintendo kiosks, display cleanups, changing games, and training sales associates in retail locations across the country. These teams are structured with different hierarchy levels, including field representatives and district supervisors. Working alongside the field teams, Nintendo has a corporate office team that supports the field.

After close to 15 years of using in-house software, Nintendo needed to retire their home-grown process. They wanted a sustainable solution that matched the scale of their projects and team.

## GOALS & STRATEGY

A cloud-based solution that provided both retail execution and workforce management functionality was highest on the list for Nintendo. Since they previously relied on their IT team to develop their in-house process, they desired a solution that could easily be scaled and maintained without direct supervision. Communication and transparency were also important. The solution would need to help them improve collaboration across their field teams and corporate office so everyone knew store execution standards were being met.

After receiving high praise about Natural Insight from many industry leaders, Nintendo of America was eager for implementation. Because of the field team's location stretch and upcoming product launch, the adoption rate to the new system needed to be a success. Natural Insight worked closely with Nintendo during implementation leading to a 100% adoption rate.



**THE SOLUTION IS A MAJOR SUCCESS FOR US. WE WERE ABLE TO EXECUTE OUR PRODUCT LAUNCH VERY WELL, DELIVERING ROI TO OUR BUSINESS AND TO OUR RETAILER PARTNERS."**

**– KAREN MENDOZA  
RETAIL OPERATIONS MANAGER  
NINTENDO OF AMERICA**

## OUTCOME

Today, Nintendo of America relies on the Natural Insight retail solution to execute massive product launches around the country – delivering excellent ROI for both the company and retail partners. In addition, the company now has full visibility into store activities and field team productivity. At the corporate office, the retail operations team can easily pull reports precisely to their needs in an insightful dashboard with sales and marketing. Nintendo of America has used Natural Insight as their daily work companion every week since the 2016 partnership began.

## PRODUCT USE

BI & ANALYTICS  
SCHEDULING  
TASK MANAGEMENT  
FIELD MANAGEMENT  
RETAIL AUDITS  
PHOTO GALLERY  
MOBILE APP

## RESULTS

# SEAMLESS ROLLOUT

and 100% adoption rate

# 250K PICTURES

of store execution  
taken within one year

Successful product launch of

# 6,500 RETAIL KIOSK DISPLAYS

in a six-week timeframe



MOVISTA

Movista is a global, cloud-based retail execution and workforce management solution provider that is transforming the future of work in retail.

For more information, visit  
[www.movista.com](http://www.movista.com).

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