

Retail TouchPoints Announces First Store Operations Superstar Awards

Eight retailers recognized for tackling challenges and leading the way in rapidly changing environment.

Hasbrouck Heights, NJ ([PRWEB](#)) August 29, 2012 -- [Retail TouchPoints](#), the industry's go-to source for customer engagement strategies, today announced winners of its first Store Operations Superstar Awards, recognizing 8 companies that have implemented the most innovative, successful store operations strategies in 4 categories.

“Retail TouchPoints recently conducted an in-depth look at today’s most significant challenges facing store operators and identified the key issues and statistics in the industry,” said Debbie Hauss, Editor-in-Chief of Retail TouchPoints. “The Store Operations Superstar Awards recognize organizations tackling those challenges and leading the way for the industry in a rapidly changing environment.”

The categories and corresponding winners of the first Store Operations Superstar Awards are as follows:

WORKFORCE MANAGEMENT

Gold – Aeropostale

Silver – Dollar General

INVENTORY MANAGEMENT/MERCHANDISING

Gold – Macy’s

Silver – LuLulemon

CUSTOMER ENGAGEMENT

Gold – Lowe’s

Silver – Cole Haan

LOSS PREVENTION

Gold – BOB’s Stores

Silver – American Apparel

“We are pleased to be presenting awards to a variety of retailers, from smaller to larger organizations, and those that hail from different industry segments, Hauss noted. Winning strategies run the gamut from mobile workforce management and a new mobile rebate program to video analytics and a chain-wide RFID implementation.”

For a complete version of the Store Operations Superstar Awards and background on each program, please click [here](#).

About Retail TouchPoints

Retail TouchPoints is an online publishing network for retail executives, with content focused on optimizing the customer experience across all channels. The Retail TouchPoints network is comprised of a weekly newsletter, category-specific blogs, special reports, web seminars, exclusive benchmark research, and a content-rich web



site featuring daily news updates and multi-media interviews at www.retailtouchpoints.com. The Retail TouchPoints team also interacts with social media communities via Facebook, Twitter and LinkedIn.



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