



Reinventing Service: Unpacking The Container Store's Success



 **The Container Store®**

Industry: Retail



Focus Area: Internal Communications & Collaboration



Context: Enhancing connectivity among frontline store associates and integrating critical business systems for improved efficiency, customer satisfaction, and store operational performance.



Outcomes Achieved:

- Enhanced communication and collaboration across teams and stores
- Improved managerial effectiveness
- Boosted labor productivity and efficiency

Challenges in Communication Technology Affecting Service Quality

In the competitive retail sector, forging strong customer relationships is essential. Rising customer expectations requires retailers to continuously improve the in-store experience. Before collaborating with Theatro, The Container Store relied on outdated communication tools like walkie-talkies and overhead intercoms resulting in inefficiencies and frustrated teams. When this technology failed them, team members often resorted to yelling instructions to other members across the store. These limitations hindered the speed of service and created a less than optimal customer experience.

The need for a communication overhaul was evident, with store teams requiring a reliable way to connect instantly for everyday tasks and to create a frictionless customer experience.

"Before adopting Theatro, our reliance on walkie talkies led to broadcast communication, causing listening fatigue and poor communication. These devices were cumbersome and insufficient for our entire team, hindering effective communication during customer interactions."

– Anne Lindsey-May, General Manager

Operational Transformation with Theatro

The partnership between The Container Store and Theatro has dramatically improved operational efficiency and service quality. Theatro's solution extends beyond communication, enabling staff to access vital information and complete tasks such as price and inventory checks alongside customers, enhancing both efficiency and service quality.

The ongoing enhancements to Theatro's solutions have further streamlined operations, notably in facilitating services like online orders for curbside and in-store pickup. The frictionless integration with other systems has improved service delivery processes, including checkout operations and curbside pickups, elevating the customer experience.

Looking forward, The Container Store anticipates leveraging new technologies, including GenAI, through its partnership with Theatro to further enhance operational capabilities, demonstrating resilience and adaptability.

"Our Net Promoter Scores (NPS) in stores are unheard of in the retail world, consistently reaching 80%. This success largely stems from our focus on customer service—specifically, greeting and serving customers effectively. Theatro's technology plays a crucial role by ensuring our team members are always available and responsive, both at the front of the store and throughout the sales floor."

– Paul De Freitas, Former Senior Director

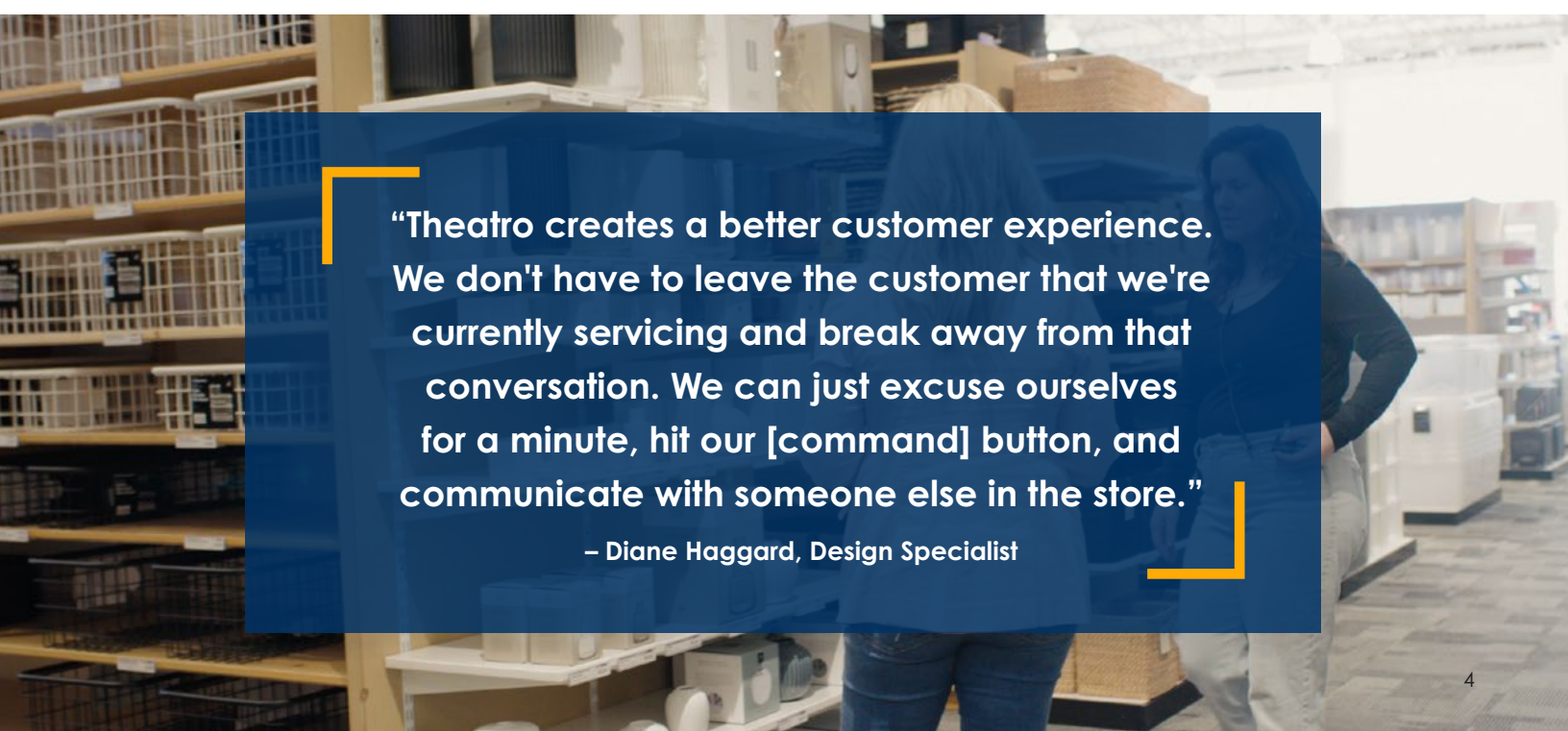


The Impact of Digital Transformation

The introduction of Theatro's solutions significantly impacted The Container Store's operations, leading to streamlined and efficient communication, enhanced customer experience with fast and in the moment service, and improved employee engagement. Additional benefits include:

- The **elimination of distractions** created by overhead paging, delivering only messages and requests that are relevant to each team member, thereby enhancing the customer shopping experience.
- Enhanced **employee engagement**, leading to reduced turnover rates as team members gain better access to information and each other, enabling optimal customer service.
- **Remote communication** capabilities for managers, leaders, and headquarters to efficiently coordinate with store teams through Theatro's management tools, aligning operational priorities.
- **Improved speed of service** through the automation and standardization of essential customer service tasks using Theatro's voice-controlled solutions.
- **Direct access** to vital system data for team members, enabling swift inventory checks, register backup, or manager assistance via simple voice commands.
- **Streamlined curbside pickup** processes, shortening both order fulfillment and customer waiting times, fostering loyalty, and improving net promoter scores.

"I think the number one thing you should know about Theatro is it's not just about communication. It's about providing access to information and providing service to your customer. If you use properly, you can do a better job of serving your customer, getting your customer or your employees' information and engagement with employees is important," says former Senior Director Paul De Freitas.



"Theatro creates a better customer experience. We don't have to leave the customer that we're currently servicing and break away from that conversation. We can just excuse ourselves for a minute, hit our [command] button, and communicate with someone else in the store."

– Diane Haggard, Design Specialist

Story of Innovation and Partnership: Theatro and The Container Store



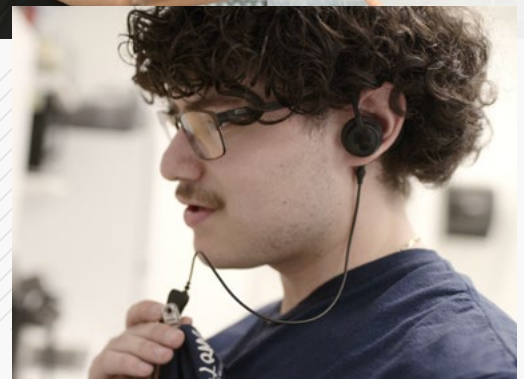
The Beginnings: A Journey of Discovery

The partnership between Theatro and The Container Store started not from a well-defined blueprint, but from a shared vision to solve a persistent problem. The Container Store was grappling with challenges that disrupted the shopping experience, such as the intrusive noise from overhead paging and two-way radios. This noise interfered with the tranquil shopping environment they aimed to provide. Meanwhile, Theatro, a rising technology startup, was exploring innovative solutions to enhance retail operations. The encounter was by luck; both organizations saw an opportunity for collaboration but neither had a concrete solution in mind.

The journey began with a mutual exploration of potential fixes, characterized by a cycle of proposing, testing, and refining ideas. This process was not straightforward. It required patience, creativity, and a willingness to continually adjust strategies until the right solution crystallized.

The Breakthrough: A Pilot that Changed Everything

The turning point came with a three-day pilot at a Container Store location in Austin, Texas. The store team temporarily shelved their traditional walkie-talkies in favor of Theatro's communication devices. These devices were designed to be worn, not held, aligning with The Container Store's vision of keeping employees "heads up and hands free." The results were more promising than either party had anticipated. By the second and third days, the store team had seamlessly integrated Theatro's technology into their workflow. When the pilot concluded, the team's reluctance to return the devices underscored the solution's impact. It was clear: Theatro's technology was not just an improvement; it was a game-changer.



Cultivating the Partnership: Feedback and Iteration

Recognizing the potential, The Container Store committed to a deep, collaborative engagement with Theatro. They didn't just test the products; they became co-creators. The Container Store provided ongoing feedback, helping refine the technology to better meet their specific needs. This process felt like a bootstrap startup experience—dynamic, hands-on, and driven by direct user insights.

A Bond Forged in Innovation

This collaboration fostered a strong bond between Theatro and The Container Store. They had embarked on a complex journey together, navigating the challenges of integrating a new technology into a retail environment. The Container Store's patience and willingness to mentor and guide Theatro through the developmental process was rare in the business world. It was not just about adopting a new product; it was about building a partnership that was deeply invested in mutual success.

This partnership transformed Theatro from a small startup into a key player in retail communication solutions, and it helped The Container Store revolutionize the way their employees interacted with each other and served customers. The shared journey—a testament to patience, innovation, and collaboration—created not just a technological solution but a lasting relationship that continues to evolve and adapt to new challenges and opportunities in the retail landscape.



Connect with Theatro!

Theatro's platform enables organizations to maximize labor efficiency to manage critical customer service processes and create a differentiated customer shopping experience. By closing communication gaps and enabling frontline team members to collaborate and work efficiently as OneTeam, stores can consistently deliver game-changing customer service experiences that compel customers to return again and again.

If you're ready to arm your frontline team with the technology they need to be successful and provide best-in-class service, contact us today at

info@theatro.com or [schedule a demo](#) to experience the difference!