

Connected, Informed, and Guest-Ready

How Ulta Beauty achieved ~\$12M in annual value by automating task management and auditing with WorkJam

At a Glance

Company: Ulta Beauty | the largest specialty beauty retailer in the United States

Scale: 1,300+ stores nationwide, multiple DC's, 50,000+ associates

Challenge: Fragmented communication, manual follow-up loops, and inconsistent execution

Key Results:

- \$2.3M - \$3.0M in manager time reclaimed annually.
- \$3.5M in avoided rework and operational firefighting.
- ~1 Hour saved per manager, per week.



Ulta Beauty is on a mission to be the most admired beauty destination for guests and associates, empowering confidence and self-expression.

They operate a complex fleet of over 1,300 stores, often referred to internally as "Snowflakes" due to their unique layouts and assortments.

While this diversity is a brand strength, it created an operational liability. There was too much reliance on email, legacy intranet and paper checklists, which created a chaotic environment for store managers.

To stay true to its guest-first promise, Ulta needed a single, mobile-first workspace to reach every associate in real time.



We had 1,200 unplanned task requests in one year alone before WorkJam; all valuable, all necessary. But they were unplanned.

So then, how long does it take to do those tasks? How do we know how much work we're giving a store if we don't really know how long it actually takes them to do it?

Now, our workflow is all going to come through this task management tool: one place, one-stop shop. If there's a problem with something and they can't execute it, it's going to be in the moment; we'll know right away."

– Diane Randolph, Former CIO, Ulta Beauty

WorkJam & ULTA Beauty: An Inside Look



50,000

Users receiving precise and personalized communications



97%

User adoption rate



1,000,000

Mobile trainings per year

The Challenge: The High Cost of Fragmented, Manual Systems

- Managers wasted hours on manual validation, physically chasing down associates to ask, "Did this get done?"
- Training relied on back-room sessions and paper checklists.
- Missed planogram changes and inconsistent promo setups led to costly rework.
- Scheduling changes consumed manager time and limited flexibility, leading to rising attendance violations.
- Administrative friction forced managers to police compliance rather than coach their teams.



"WorkJam gave us a single pane of glass. It's where our associates want to engage, so it became the natural place for communication, training, and now task management."

– Diane Randolph, Former CIO, Ulta Beauty

The Solution: Automated Task Orchestration and a Digital Transformation

Precision Assignment

Using WorkJam's Target Audience Engine, tasks are now automatically assigned only to the specific stores and roles that need them. This eliminates the "noise" of irrelevant corporate blasts.

Digital Validation & Auditing

WorkJam replaced verbal confirmation with digital proof. Associates now complete tasks with photo verification and digital sign-offs. This automated validation ended the manual follow-up loop, so managers no longer guess if a display is up; they can see it in real-time on their dashboard.

From Policing to Coaching

By digitizing the audit process, WorkJam removed the ambiguity of "store-level interpretation." Standards are clear, deadlines are enforced, and exceptions are flagged automatically, allowing managers to stop policing compliance and start coaching behaviors.

The Impact: \$12M in Annual Operational Value

1. Reclaiming Manager Capacity (\$3.0M Impact) By automating task assignment and reporting, Ulta saved approximately 1 hour per manager, per week. This reclaimed capacity generates between \$2.3M and \$3.0M in annual manager productivity savings.
2. Eliminating Rework & "Firefighting" (\$3.5M Impact) WorkJam drastically reduced execution misses (e.g., late planograms or missed promos). By preventing just one execution miss per store per week, Ulta avoids 15 minutes of costly rework per incident. This consistency saves an estimated \$3.0M - \$3.5M annually in avoided labor waste—before accounting for the revenue protection of having promos live on time.
3. Reducing Compliance Risk (\$1.0M Impact) Tasks now provide clear ownership and deadlines, replacing informal verbal reminders. Attendance violations dropped by 16%; a direct result of managers having the time to manage. This reduction in HR escalations and admin overhead contributes up to \$1.0M in savings.



\$12m
in reclaimed
capacity savings
and reduced
labor waste