



Improving the Business Process for Organizing In-Store Events at American Girl

Project Sponsor

American Girl

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Executive Summary

American Girl is a company that not only sells a product, they sell an experience. A very important part of the company's brand is creating a full experience for their customers, which are mainly young girls and their families. One way in which American Girl creates an experience for their customers is by hosting store events. The planning for these store events can begin more than a year before the event day arrives, and involves many people from many departments within the company, including marketing, enterprise support, the stores, and the call center reservations team. Currently, the planning and scheduling process of these store events is managed mainly on an Excel spreadsheet which is inefficient and prone to errors. The company is looking for ways to streamline the process and make it consistent across all locations. This project is focused on achieving improved communications and coordination among various groups within American Girl that are involved in all aspects of planning and scheduling retail store events.

The current state of the event scheduling process was documented through various interviews with representatives from all areas involved. This current state process was then mapped and reviewed for specific pain points and areas of non-value-added effort. Once there was good understanding of where the process needed the most improvement, a new process map was created to represent a more streamlined process that could be achieved by implementing the recommended changes.

The recommended solution for the event scheduling process entails the use of Microsoft SharePoint, specifically a SharePoint list feature, to maintain and organize all event scheduling information. This SharePoint enabled workflow is well-aligned with the current process being used, and the SharePoint list will offer features that would improve the communication, reduce the amount of errors, enable better document revision sharing, enable easy information transfer, and allow for users to easily sort and filter information to their needs. The amount of time that would be saved and the increased process visibility would be a significant benefit to American Girl. By creating a more effective space for event planning, the process can easily be improved and standardized for the future, ultimately resulting in providing customers an enhanced experience.

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