

From Current State to Future State: Building a Business Case for Workflow Automation with Bath & Body Works

Background

After becoming a standalone public company in August of 2021, Bath & Body Works entered a period of rapid change. In addition to re-orienting itself as a pure-play company, its leaders embraced the new-found opportunity to innovate.

Enter Julie Richer, the recently-appointed Director of Legal Operations, who was tasked with leveraging her legal and technology expertise to analyze the needs of Bath & Body Works's legal operations. When asked to share her story, Julie was eager to give others in her position information to use as a tactical, real-world guide. Here is Julie's guide for success when building a business case for workflow automation.



1

Do Your Due Diligence to Find the Pain Points

As soon as Julie came on board with Bath & Body Works, she began to identify processes that were time-consuming or sub-optimal. Specifically, she identified administrative tasks that could be streamlined, thereby freeing the Legal Department's attorneys to focus on important initiatives.



One opportunity stood out:

Automating the Privacy Team's agreement process.

With rapidly-changing privacy laws and looming deadlines, the team wanted to execute new contract terms with vendors (with greater privacy protections for consumers and employees) in just a few short months — a very labor-intensive task that requires vendor-by-vendor negotiation and agreement execution, but on a high-volume basis.

Bath & Body Works needed a quick and effective way to automate as much of the contracting process as possible, reducing the administrative burden for its attorneys and speeding up implementation. As it stood, the team's privacy addendum process involved a highly manual process: (1) emailing each template agreement to multiple vendors, (2) negotiating each agreement, and (3) executing each agreement with "wet signatures."

2

"Go and See" – Conduct a Current-State Analysis

Instead of **asking** the privacy team how it's done, Julie went to the source to **see the process in action**. She broke down the steps with the team to identify where improvements were needed, but also where they would see the quickest return on their automation efforts.

“ This is kind of a soapbox of mine — understanding the business process, and learning the business process the right way before you get started is essential. You have to make sure that you actually get the right people involved, and you need to shadow them. To be successful and roll out workflows quickly, **you need to understand your current state to get to your future state.**”

JULIE RICHER, DIRECTOR OF LEGAL OPERATIONS

BATH & BODY WORKS

The key to ensuring buy-in of a new technology solution, according to Julie, was to assess the time and resources for each step in the team's process. This enabled Julie to estimate a solution's potential ROI and, in particular, savings from a time perspective. The team had identified the contract review stage as the pain point from a time and resource standpoint. Herein lay the opportunity: the team's figures showed that streamlining the process would reduce attorney involvement by 40 hours per new privacy update. After presenting the opportunity to the company's chief legal officer, he wondered what opportunities the time savings would unlock.

“I went to the head of the privacy team to see what they would do with their time back. The answer: it would enable them to bring back work from outside counsel, which would result in even more cost savings. The more you socialize and talk to people, the more prepared you’re going to be to make your business case.”

**JULIE RICHER, DIRECTOR OF LEGAL OPERATIONS
BATH & BODY WORKS**

While open communication is a critical step, Julie advises doing a full sweep with your research (compiling your data, having team conversations, making observations, pressure-testing potential solutions, etc.) before fully presenting your business case for review.

3 Pick the Right Solution, Find the Right Team, and Be Bold in Asking for Funding

When evaluating her options, Julie used this checklist to qualify technology partners:

- Review multiple software options (internally too)
- Talk to industry peers
- Get **AND** check references
- Ask for ROI help from a service provider
- Custom tailor the ROI to your company/firm
- Vet the solution with your internal security team

Julie’s team chose Mitratesh’s Workflow Automation Solution, TAP, to automate the privacy addendum process. Part of selecting Mitratesh came down to their work with KPLabs, a workflow automation partner known for creating fast, seamless, and impactful workflows. KPLabs and Julie teamed up to build a proof of concept for the workflow, identifying the team members for involvement, necessary integrations, and the cost savings — all critical pieces in building a case for leadership’s consideration.



“This was a great project in part because we were able to deliver on Julie’s vision and go live in under 30 days, providing automation and visibility to a critical regulatory compliance process. TAP enabled incredible time-to-value for the team.”

**TARRYN PUZSAR, DIRECTOR, BUSINESS PROCESS AUTOMATION
KP LABS**

Armed with the ROI, a proof of concept, and a technology solution and partner, Julie was ready to submit her proposal for funding. For those getting ready to make the pitch, she offers the following advice:

“Are you confident? If so, take it to the mat. Those you present to should understand that not approving will be worse for the company. You might have to spend a little to reap big rewards. **So just pull your business case together, partner with the right people, and be bold.**”

**JULIE RICHER, DIRECTOR OF LEGAL OPERATIONS
BATH & BODY WORKS**

4

Don't Overcomplicate it; Just Get Started

The team went to work planning out and executing the workflow to alleviate the pains, create adoption champions, and garner feedback to keep going.

“If you think you have to have a fancy tool to make workflows, you don't. If you have a wall and sticky notes, you can streamline any process with workflow.”

**JULIE RICHER, DIRECTOR OF LEGAL OPERATIONS
BATH & BODY WORKS**

Shortly after building their prototype, Bath & Body Works made quick strides to process improvement and were able to **record several ROI-driving results**, including:

- Launching their first live workflow 2 days after signing their TAP contract
- Saving 40 hours per privacy update that requires an addendum to all existing contracts by streamlining the approval process
- Reducing outside counsel use significantly
- Streamlining the management of BBW work through a queue that consolidated numerous work requests

Giving precious time back to the team enabled it to spend time where needed: as a strategic partner to the rest of the organization. And for Julie Richer, building this business case had a resounding impact — she went from legal leader to technology innovator within months of joining the enterprise. When asked about her advice for other individuals looking to do the same, especially knowing many companies are in budget season right now, Julie recommends in-depth preparation, strategic partnerships, and a bit of fearlessness.



Bath & Body Works

5

Iterate and Grow

After the quick win of their first workflow, Bath & Body Works is now looking to automate other core processes in rapid succession.

TAP's no-code designer made it easy for the Bath & Body Works Legal Team to own, design, and deploy their first workflow. That ownership also empowers the team to quickly make updates and publish its next version, and the next. As the team finds new ways to do things, the workflow supports its growth — never holding it back.

For Julie Richer, automating processes with TAP for increased ROI is an initiative with unlimited potential. Future projects for the company include automating charitable contributions and streamlining customer requests for data gathering, information storage, or preference changes.

“I have a whole list of workflow ideas — the opportunities are truly endless. You can't go to an attorney and just say 'what do you want to automate?' You need to ask: what are the things you do every day that make you want to bang your head on a desk? What's the admin work you don't want to do? That's where you find the workflow.”

JULIE RICHER

Director of Legal Operations Bath & Body Works

Are you ready to
start building your
business case for
workflow automation?

We can help.

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About Bath & Body Works

Home of America's Favorite Fragrances®, Bath & Body Works is a global leader in personal care and home fragrance, including the #1 selling collections for fine fragrance mist, body lotion and body cream, 3-wick candles, home fragrance diffusers and liquid hand soap. Powered by agility and innovation, the company's predominantly U.S.-based supply chain enables the company to deliver quality, on-trend luxuries at affordable prices. Bath & Body Works serves and delights customers however and wherever they want to shop, from welcoming, in-store experiences at more than 1,770 company-operated Bath & Body Works locations in the U.S. and Canada and more than 360 international franchised locations to an online storefront at bathandbodyworks.com.

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About KPLabs

Founded by California law Firm, Keesal, Young & Logan in 2018, KP Labs is a cutting-edge technology company that focuses on tech-enabled automation and digital transformation initiatives for the corporate legal departments of the Fortune 500.

"Getting common activities with inefficient steps 'on rails' is the foundation of any digital transformation journey. These workflows change how the entire organization values the legal department and gives our clients tremendous credibility. Making our internal champions successful in their careers is how we measure ourselves, so these kinds of opportunities are what motivates us most." - Rudy DeFelice, CEO

Contact: www.kplabs.com

About Mitratesch

Mitratesch is a proven global technology partner for corporate legal, risk & compliance, and HR professionals seeking to maximize productivity, control expense, and mitigate risk by deepening operational alignment, increasing visibility, and spurring collaboration across their organization. With Mitratesch's proven portfolio of end-to-end solutions, organizations worldwide are able to implement best practices and standardize processes across all lines of business to manage risk and ensure business continuity.

Mitratesch serves over 1,800 organizations worldwide, including 30% of the Fortune 500 and over 500,000 users in 160 countries.

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