

OUT OF HOURS MERCHANDISING SUPPORT

Case Study: Retail Services – Supermarket

A national supermarket chain required experienced merchandisers to complete in-store merchandising services within a number of stores at short notice and out of hours





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A national supermarket retailer with 2,400 stores and online shopping service with over 3,000 own-brand product lines, required the support of RGIS. The supermarket retailer offers customers distinctive, quality products at competitive prices across food, general merchandise, clothing and financial services.



REQUIREMENT

A national supermarket chain required experienced merchandisers to complete in-store merchandising services within a number of stores at short notice.

The national supermarket chain required RGIS to provide the following:

- · Experienced merchandisers
- A team available in four days, as there had been last minute changes to the customer's schedule
- To be familiar within a retail environment
- Overnight shifts required to complete the in-store merchandising
- · Nationwide coverage to complete all stores
- To have the project completed within the tight deadline to ensure all stores opened had been fully merchandised



SOLUTION

The national supermarket chain partnered with RGIS to complete the overnight in-store merchandising project, and RGIS provided the following:

- RGIS supplied ten teams of seven experienced merchandisers to support the stores
- Scheduled twelve hour night shifts to complete all work within each store
- · Turned the request around within two days
- · Local districts supported each store, reducing costs and maximising performance

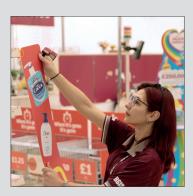


RESULTS

The national supermarket chain found by outsourcing the overnight in-store merchandising project to RGIS, the following results were achieved:

- · RGIS accurately and effectively completed the merchandising in all ten locations within a three week period
- RGIS deployed 70 staff, totaling 840 hours in store
- The customer was extremely happy with the speed in which RGIS teams delivered the work and the performance of the teams
- · The customer was most impressed with the experience of the RGIS staff, as all tasks were completed on time and to a very high standard

By partnering with RGIS, the national supermarket chain found that in-store merchandising was completed in ten stores, accurately and effectively out of hours within a three week period



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People Services



Nationwide Coverage



Fast Turnaround



High Standards



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