



RETAIL STORE COMPLIANCE

Case Study: Retail Services – Supermarket Chain

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A major nationwide supermarket chain with over 650 stores, required the support of RGIS to provide them with better understanding of the actual products within specific bays in stores, compared to their centrally held floor plans.

REQUIREMENT

The supermarket chain chose RGIS to help provide them with the data they needed, to give them a better understanding of the actual products within specific bays in stores, compared to their centrally held floor plans. The customer's specific requirements were:

- To scan all permanent area locations across the stores
- To scan six SKUs of **separate product lines** from each bay, across the sales floor during the targeted area count, which was focused on non-grocery areas
- This needed to be fulfilled in Q1 of each calendar year
- The general merchandise areas also needed to be scanned in addition to this, as the **macro space teams** had no data for these areas on which to base their space accuracy results

SOLUTION

RGIS worked with the supermarket chain to provide the following:

- RGIS sent an auditor to each store for 3-4 hours to scan **permanent bay labels**, and six SKUs of different product lines per bay (one unit of each), to provide the supermarket chain with the required data that they needed
- The files were sent automatically to the supermarket chain's servers and used by space planning teams to **validate use of space** in each store

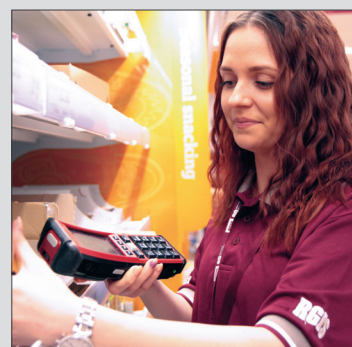
RESULTS

This helped the supermarket chain in the following ways:

- The supermarket chain was able to easily see which stores were **compliant**, and which ones had issues with unexpected items in certain bay areas. Further investigations were then completed in store around its misuse of space compared to the centrally held plans
- To virtually manage their stores **compliance to planograms**
- To **ensure correct products** are bought for the store's ranges and space availability
- This service is now **provided annually** by RGIS to the supermarket chain, and is relied upon centrally to manage this part of the **space management process**.



The supermarket chain use the data RGIS provide to ascertain if their stores have the **correct products within the correct bays**, as specified in the centrally held floor plans.



RGIS now **provide this service annually** for the supermarket chain

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RGIS_CS_0005_01

Space Planning



Information Gathering



Accurate Data



Provided Annually



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