



LARGE SCALE PUSHFEED INSTALLATION PROJECT FOR MAJOR SOFT DRINK MANUFACTURER

CASE STUDY

CLIENT

Soft Drink Manufacturer

Industry: Beverage (Retail Solutions)

Scope: Installation across 2,000 convenience stores in the UK over three years.



The customer needed a reliable installation partner with the capability to manage external warehousing, collect equipment, and deliver installations efficiently to meet the soft drink manufacturer's vision.

CONCLUSION

The soft drink manufacturer and equipment provider were very pleased with the progress and installations completed by RGIS so far. The project, expected to take 12-18 months to complete, has opened the door for further opportunities, with both companies looking to partner with RGIS on additional projects in the future.

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HOW WE CAN HELP YOU



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CHALLENGE

A major soft drink manufacturer aimed to increase its market share in the convenience store sector by improving product visibility and accessibility through the installation of pushfeed-ready equipment. This equipment ensures that soft drink manufacturer's products are displayed neatly and consistently in stores, enhancing the shopping experience.

The project required a large-scale, direct-to-store installation model across 2,000 convenience stores over three years. The customer needed a reliable installation partner with the capability to manage external warehousing, collect equipment, and deliver installations efficiently to meet the soft drink manufacturer's vision.

WHY RGIS?

The soft drink manufacturer chose RGIS for its experience in managing large-scale installations and its proven track record of successful partnerships with equipment provider in delivering similar projects for other major retailers. RGIS's ability to offer skilled, local installation teams and manage external warehousing operations made it the ideal partner for this project.

OUR SOLUTION

RGIS provided a nationwide, direct-to-store installation service for the soft drink manufacturer, including:

- **Warehousing Management:** RGIS managed the storage of pushfeed-ready equipment in external warehouses across the UK.
- **Installation Teams:** RGIS deployed experienced installation teams to deliver and install the equipment in 2,000 convenience stores.
- **Reporting and Feedback:** Using bespoke reporting software, RGIS provided real-time installation reports, including pictures, to ensure transparency and quality control. These reports were shared with the soft drink manufacturer and equipment provider, feeding into a customer dashboard for easy monitoring.

Each installation involved tasks such as de-merchandising, re-merchandising, and installing pushfeed equipment. RGIS coordinated closely with the soft drink manufacturer and equipment provider to confirm store schedules and ensure timely delivery of the project.

RESULTS

- **On-Time Delivery:** RGIS successfully delivered 100% of the agreed installations on time, meeting the soft drink manufacturer's expectations for quality and efficiency.
- **Positive Feedback:** Both the soft drink manufacturer and equipment provider were highly impressed with RGIS's installation services. The feedback from stores has been overwhelmingly positive, and the customer has already begun discussing potential expansion into other store locations.
- **Ongoing Partnership Opportunities:** Due to the success of this project, the soft drink manufacturer and equipment provider are exploring further collaboration with RGIS for future projects, including the installation of similar equipment in major UK retailers.