



STORE SURVEYS TO CREATE A MERCHANDISE DATABASE

Case Study: Retail Store Survey – Supermarket

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An international supermarket and department store chain with international operations comprising of 11,500 stores, 2,200,000 workers in 27 countries, with 265 million customers required the support of RGIS. The supermarket provides services from groceries and entertainment to sporting goods and crafts, a deep assortment that customers appreciate – whether shopping online, through one of the mobile apps or shopping in a store.



REQUIREMENT

The international supermarket chain needed support from RGIS to more **accurately analyze and merchandise stores**.

The international supermarket chain required RGIS to provide the following:

- Complete **store surveys** at a number of different locations
- Create a **merchandise database of 4,300 stores** with:
 - **Accurate fixture sizes**
 - **Fixture assessment**
 - **Tracking**
- **Setup planogram assignments** by 4-foot section, including endcaps with television marketing displays



SOLUTION

The international supermarket chain partnered with RGIS to complete the **merchandising database project**, and RGIS provided the following:

- RGIS became the merchandising partner, embarking on a **three year project** that included 4,300 stores
- Local teams visited stores with RGIS' proprietary in-store **data collection program**
- Stores were run through a **rigorous quality assurance process by RGIS teams**
- The data was then converted and provided to the customer



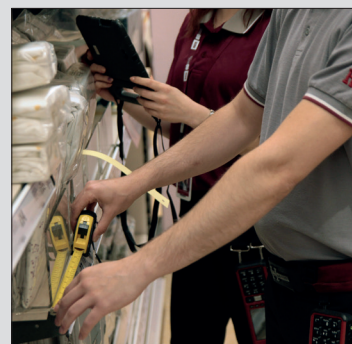
RESULTS

The international supermarket chain found by outsourcing the **merchandising database project** to RGIS, the following results were achieved:

- The tabular reports that RGIS provided were **imported directly into the merchandise database**
- The customer reported more than **99.8% accuracy** on the next accuracy audit
- RGIS delivered results by evaluating up to **100 stores per week** at the highest standards
- Data was delivered in native formats for uploading
- Future accuracy audits showed almost **complete accuracy in all areas**



By partnering with RGIS, the international supermarket chain found that the **accurate tabular reports were easily imported** into the merchandise database



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RGIS_CS_0183_01

4,300



Store Survey



Accurate Reports



Achieved

99.8%

Accuracy

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Sales@rgis.com



www.rgis.com

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