



SHELF EDGE LABEL COMPLIANCE AUDIT FOR DISCOUNT RETAILER

Case Study: Compliance Audit – Discount Retailer

A discount retailer required a solution to **audit the prices on the SEL (shelf edge label)** to be consistent with the prices customers were expecting to pay

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A British discount store chain founded in 1990 required the support of RGIS. The company has a network of over 850 stores in the UK and the Republic of Ireland, offering top brands and great quality own brand products that provide customers with amazing value every day. They employ around 18,000 colleagues who serve up to seven million customers every week.

REQUIREMENT

A discount store chain were having issues with prices on the shelf being inconsistent when customers were paying at the cash register, so approached RGIS to provide a solution. They required RGIS to provide the following:

- **Experience** within a retail environment
- **Nationwide coverage**
- Perform a **trial compliance audit of shelf edge labels** in three stores

SOLUTION

The discount retailer partnered with RGIS to complete the **shelf edge label compliance audit project**, and RGIS provided the following:

- Scheduled teams of **five experienced RGIS auditors** for each of the three trial stores
- Price files were obtained from the customer to allow **prices to be checked against the shelf edge labels**
- Each product was scanned, the shelf edge label price was inputted into the system and if it didn't match what was on file, the **price was updated**

RESULTS

The discount retailer found by outsourcing the **shelf edge label compliance audit project** to RGIS, the following results were achieved:

- Approximately **10,000 SKUs were checked** across the three trial stores
- **Accurate reports were generated** and fed back to the customer to give them an opportunity to investigate any misses
- The customer was **very happy with the outcome** of the trial compliance audit in the three stores, as it provided them some valuable information
- Following the trial compliance audit, the discount store chain plan to roll the project out in **further stores** across the UK and Republic of Ireland



By partnering with RGIS, the discount retailer was able to **rectify issues with inconsistent prices** between products and shelf edge labels successfully



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Shelf Label Checking



Accurate Reports



Satisfied Customer



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