THE CUSTOMER

Shufersal is a supermarket chain in Israel with approximately 250 stores, 12,000 employees, and $3B in sales.

The company operates four different store formats: convenience (Express), neighborhood grocery (Sheli), discount (Deal), and deep discount (Yesh).

THE APPROACH

By analyzing Shufersal's sales data, CB4's solution uncovers hidden consumer behavioral patterns. These patterns are used as highly accurate benchmarks to predict consumer demand at a store and SKU level.

Based on these benchmarks the solution alerts store and category managers to SKUs which are not fulfilling their sales potential and provides specific operational guidance around issues such as in-store customer experience and inventory discrepancies in order to increase revenue.

THE RESULTS

The execution of the product level insights resulted in a revenue increase of hundreds of millions of dollars.
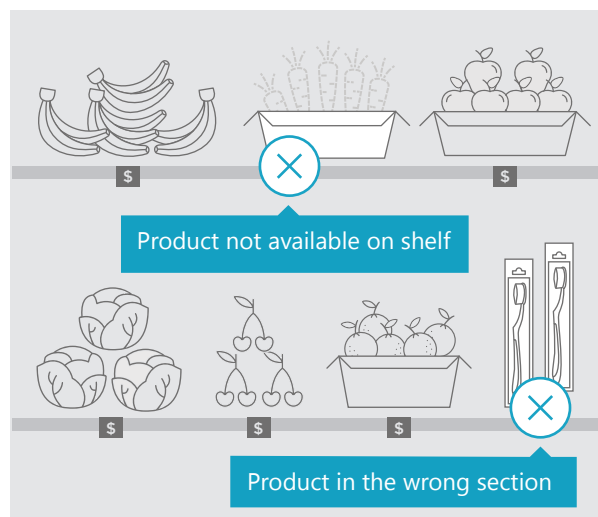
"We were real skeptics at first, but once we started using the application we became true believers in CB4. The solution identified in-store inefficiencies with very high accuracy and also allowed us to compete more effectively at a local level".
— *David Laron, EVP Operations & Supply Chain*

IN-STORE CUSTOMER EXPERIENCE

Product is hidden so easy to miss by customer

Price tag is missing

AVAILABILITY

Product not available on shelf

Product in the wrong section

ASSOCIATE AWARENESS

? NO

Associate misinforms customers about product availability

Associate directs customer to the wrong section

? 2ND SHELF