



Customer Spotlight



COMPANY
Heinen's

INDUSTRY
Grocery

RETAIL
23 Stores

**NUMBER OF
EMPLOYEES**
3,500

REVENUE
\$600M+




Product availability is our single most important driver of customer satisfaction. CB4 helps us better execute on this at store level, which enhances the shopping experience and drives sales.

JEFF HEINEN, CO-PRESIDENT OF HEINEN'S



Founded in 1929, Heinen's is committed to building on their mission to deliver world-class customer service and the freshest, highest quality foods.

Store managers use CB4's AI tool to uncover floor execution problems that are holding back sales for SKUs that are in high demand at their stores.

Learn how Heinen's uses CB4 to increase net sales, enable store managers, and uncover valuable store-level insights that would otherwise be lost. 

Average revenue added per store per year:



\$47,826

Hours/month that Heinen's store directors spend on CB4



1.5 hrs

How Heinen's Extracts Revenue From POS Data

Step 1: CB4 runs patented AI algorithms against Heinen's raw, basic POS data for each store in their chain.

Step 2: Every 2 weeks, CB4's technology spotlights SKUs that have high demand at a specific Heinen's location, but are underselling at that location.

Step 3: CB4 sends store managers the list of SKUs that are underselling and guides them in making corrections.

Store managers investigate the SKUs to determine whether they are:

IN STOCK

EASY FOR SHOPPERS TO FIND

TAGGED, SIGNED, AND PROMOTED CORRECTLY

ALIGNED WITH VISUAL STANDARDS

AND MORE...



How Heinen's Capitalizes on Store Insights

Universally, all levels of Heinen's team recognized CB4's role in improving communication between store teams and leadership.

To Learn More:

hello@cb4.com • (415) 712-1793 • cb4.com/demo

Heinen's received valuable feedback on what was happening at store-level:



Presentation

330 of 1,832 successful recommendations*

"These stand-alone juices don't fit with the OJ or lemonades. Let's look at opportunities to re-merchandise."



Labeling

92 of 1,832 successful recommendations*

"No tags. I'll get with John, the dairy manager, and we'll order them."



Availability

806 of 1,832 successful recommendations*

"Right now we only offer this on weekends. We'll try keeping it out at all times."



Other

605 of 1,832 successful recommendations*

"We cut this item from the shelf a couple of months ago. I'll try moving it up to eye level and monitor."

*For the first 12 mos. of deployment at Heinen's.