



X



Associated
Food Stores

Customer Spotlight

COMPANY
Associated
Food Stores
(AFS)

INDUSTRY
Grocery

RETAIL
39 Stores

WHOLESALE
500 Stores

REVENUE
\$1.6BN+



It was one of the simplest implementations that our team has been involved with.

WADE JUDD, CIO OF AFS



AFS is committed to constantly exceeding shopper expectations. Leadership wanted to invest in new in-store technology to do so, yet with many ongoing projects, IT bandwidth was limited.

AFS used CB4 technology to give store directors actionable data-driven recommendations, uncover costly execution problems in stores, and increase net sales.

Learn how AFS onboarded the technology in just 6 days and fixed hundreds of issues in the first month.

Learn how AFS was able to onboard CB4 in just 6 days. 

Onboarding Time:



6 days

Response Rate:



95%

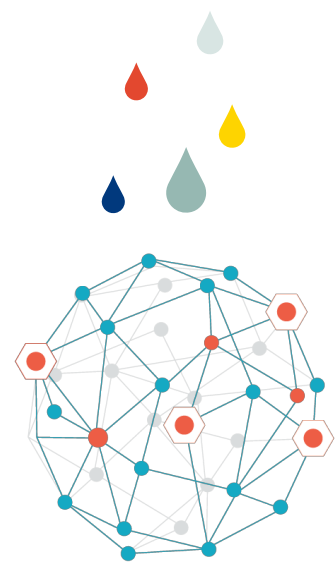
Issues Solved in 1st Month:



639

Timeline

Start



Day 1

An AFS IT data architect worked with CB4 to set up automated script feeding POS data to CB4's algorithm every week.

Day 5

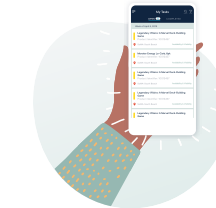


Automated script set up is complete.

90
min.

90 min. classroom training for executive team and local district managers.

- Highlight best practices
- Share in-app training resources
- Insights from CB4's executive dashboard



CB4 sends 1st round of Recommendations* to AFS store managers.

Executive store walks to see tool in action.

*Recommendation:

The task CB4 sends a store manager to investigate and fix an underselling SKU.

Day 6

**90
min.**

90 min. web-based training for remaining district managers and all store managers.

CB4 sends 2nd round of recommendations to AFS store managers.



- Highlight best practices
- How to spot issues

District manager store walks to see tool in action.



Training and onboarding complete.

End

To Learn More:

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



AFS CUSTOMER SPOTLIGHT

Thanks (in part) to this quick, yet comprehensive onboarding, CB4 helped AFS stores:

Improve customer experience and store execution



On track to resolve **19,782** issues chainwide*

Empower store managers and increase accountability



95% satisfaction rate
100% of tasks completed

Drive net sales



Revenue projection per store:
\$71,794*

*for first year of CB4 deployment