

CUSTOMER OVERVIEW

173 Convenience Stores

Operated Within Gas Stations

Over 4,100 Product SKUs

Product Champions: Head of Retail Group & VP of Operations



Customer Need

A cost efficient way to detect anomalies within the corporate planogram and assortment requirements.

Details

The executive team did not want to distract the already lean staff from focusing on customer experience and they also wanted an effective way to measure their return on investment.

INITIAL SETUP

Single day implementation:

Automated data upload that pulls directly from various POS systems with very little IT effort.

System Configuration:

Automated recommendation delivery based on customer's store operations and supply chain environment.

Solution kickoff:

Convene with key stakeholders across store and operations teams. Walk through ongoing automated procedure and validate mobile application setup.

ONGOING PROCESS

SOLUTION OVERVIEW

By analyzing basic POS data, the CB4 solution uncovers hidden consumer behavioral patterns that predict consumer demand on a store and SKU level. These patterns are translated into actionable recommendations that allow customers to improve store execution.

