



# Customer Spotlight

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**COMPANY**

Dash In

**INDUSTRY**

Convenience

**RETAIL**

50+ Stores

*“We’ve got 3,000+ products in a store. If even a fraction of them have a presentation issue or are hard to find, we’ve got hundreds of disappointed customers. I consider CB4 as a silent consultant behind the scenes that helps us manage our stores and gives us a competitive advantage by maintaining the best in-stock position in our market.”*

**BRIAN CHASE, SENIOR DIRECTOR OF RETAIL OPERATIONS FOR DASH IN**



Dash In Food Stores, owned by The Wills Group, is a mid-Atlantic convenience store chain that prides itself on providing exceptional customer service, offering fresh food innovations, and getting satisfied shoppers in and out of stores quickly.

Dash In saw CB4 as an opportunity to use cutting-edge technology to improve customer experience by enhancing product availability, findability, and presentation.

Learn how CB4 helps Dash In identify store-specific demand trends using their own POS data, enable store managers by capitalizing on machine learning, and drive same-store sales. ✓

Increase in net new sales in 2019

✓ **2.05%**

ROI of the program in Dash In’s stores

✓ **32X**

# How Dash In Extracts Revenue From POS Data

**Step 1:** CB4 runs patented AI algorithms against Dash In's POS data for each store in their chain.

**Step 2:** Each week, CB4 spotlights SKUs that are in high demand at a specific Dash In location, but are failing to sell to their potential.

**Step 3:** CB4 sends store managers the list of underperforming SKUs, suggests possible culprits, and guides them in making corrections.

Store managers typically restore lost sales by:

UPDATING PROMOTIONAL SIGNAGE

REPLENISHING THE PRODUCT FROM BACKSTOCK

BRINGING THE PRODUCT TO ITS CORRECT LOCATION

RAISING ALARM BELLS ON OUT-OF-STOCKS

AND MORE...





# Dash In Store Managers “See the Shelves Differently” With CB4

“When I walk my floor with CB4, I’m not just looking for one SKU. I’m looking at the merchandise around it for changes I can make to improve the area or category I’m investigating. It’s been eye-opening.”

— *Dash In Store Manager*

## To Learn More:

[hello@cb4.com](mailto:hello@cb4.com) • (415) 712-1793 • [cb4.com/demo](https://cb4.com/demo)

These are the types of insights Dash In leadership got from CB4 in 2019:



### Presentation

2,191 issues uncovered and fixed

“These get stuck in the slides. Will pay closer attention and push to front of cooler”



### Labeling

308 issues uncovered and fixed

“Placed new price point for the Gatorade. Promotion ended.”



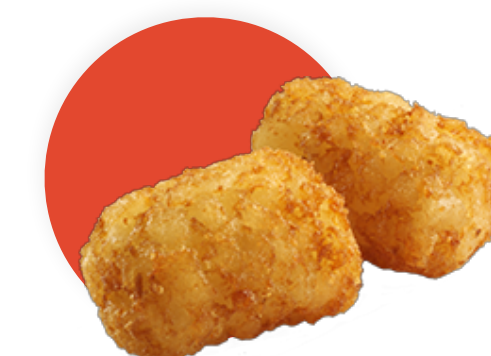
Over time, CB4’s machine learning algorithms use Dash In store managers’ feedback to generate smarter recommendations and drive more revenue.



### Availability

3,627 issues uncovered and fixed

“Delivery man hasn’t been stocking many. Spoke to him to bring more stock”



### Other

790 issues uncovered and fixed

“Retrained staff on how to make tater tots correctly and when to put them out.”