



x



# Customer Spotlight





**COMPANY**  
Handy Mart

**INDUSTRY**  
Convenience

**RETAIL**  
39 Stores

*"We're committed to innovation, and always trying to find new ways to improve the in-store experience. CB4 helps us identify local favorites and ensure that they're in stock, easy to find and well presented. Making life easier for customers has had a clear impact on our bottom line."*

TONY NOONAN, VP RETAIL OPERATIONS



EJ Pope & Sons' Handy Mart is a family-owned chain that's synonymous with convenience in North Carolina, with a rich history going back to 1919. Dedicated to giving back to the communities it serves by supporting a spectrum of charitable causes, the convenience retailer offers exceptional service to shoppers.

Handy Mart uses CB4 to ensure they're meeting customers' needs every time they venture past the pump. With CB4, store managers can uncover issues in their stores that prevent shoppers from finding and buying the products the love.

Learn how EJ Pope & Sons uses CB4 to identify high-demand SKUs enable store managers, and drive net sales. 

Net new revenue increased per store in Year 1:



**\$25,359**

Minutes/month that Handy Mart store directors spend on CB4:



**56 min**

# How Handy Mart Extracts Revenue From POS Data

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

**Step 2:** Each week, CB4's technology spotlights SKUs that have high demand at a specific Handy Mart location, but are failing to sell 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...

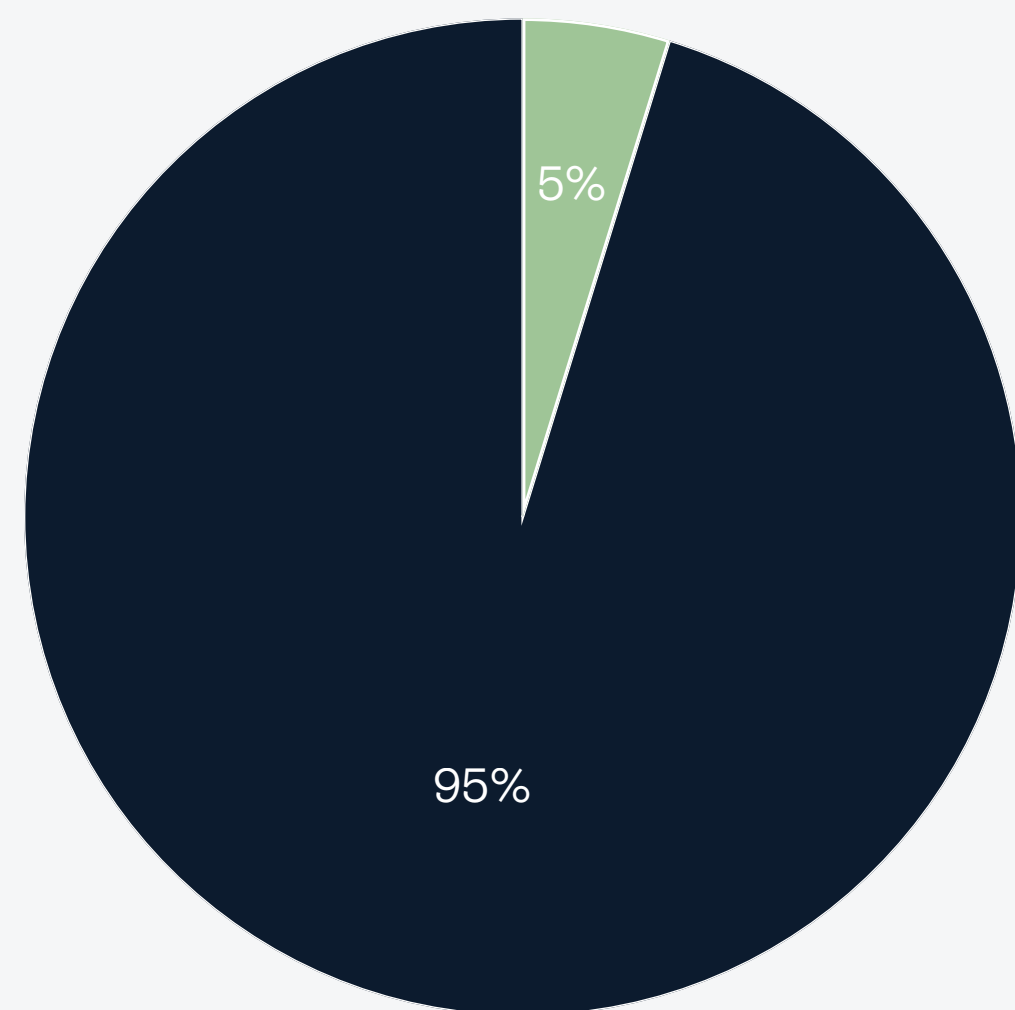


Over time, CB4's machine learning algorithms use Handy Mart store managers' feedback to generate smarter recommendations and drive more revenue.

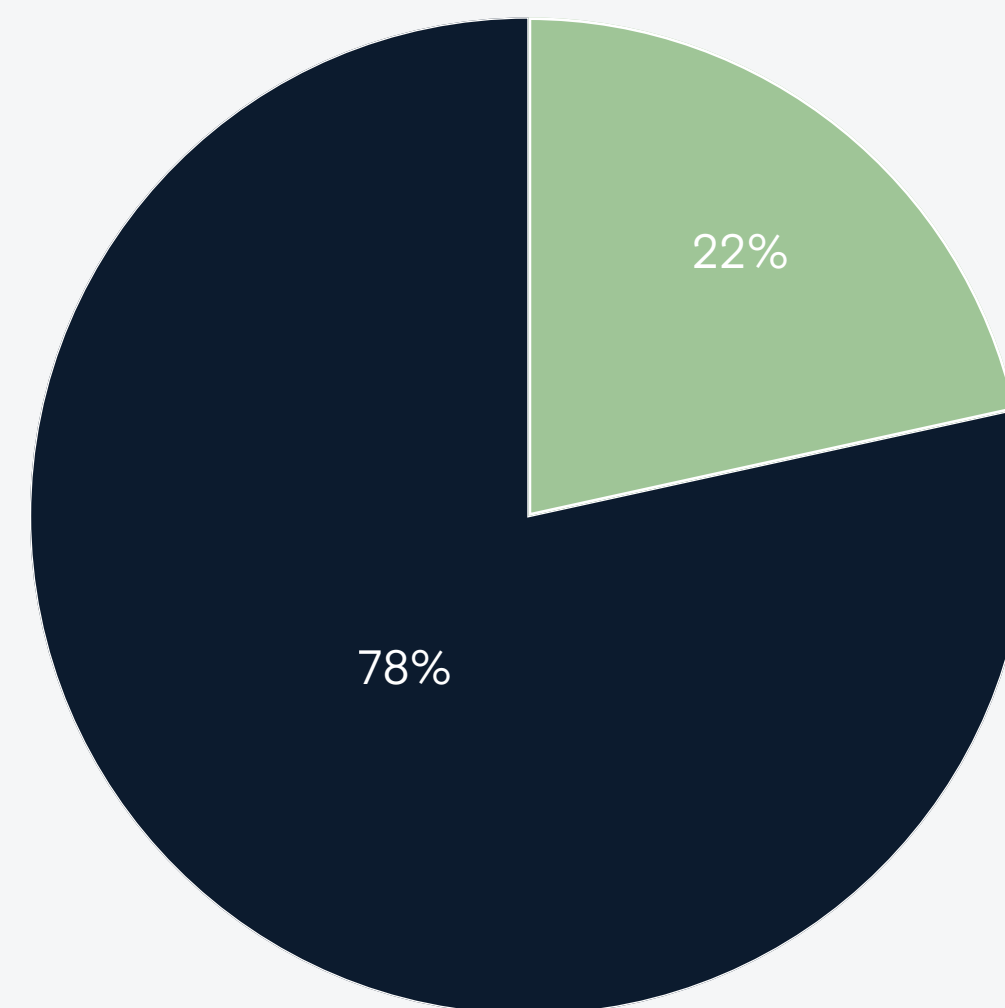


# Handy Mart X CB4 = 431% More Impact Than Top Sellers Lists

Before CB4, Handy Mart's store managers relied on regional top sellers lists. This approach excluded 95% Handy Mart's 2000+ SKU's



SKUs touched before CB4:  
**100/2000**



SKUs touched after CB4:  
**431/2000**

With CB4, Handy Mart store managers collectively identify an average of 431 underperforming local best-sellers each month. They take steps to ensure that these popular items are:

- ◆ In stock
- ◆ Easy-to-find
- ◆ Presented to brand standards
- ◆ Correctly priced and signed

# Results

Across all stores, Handy Mart discovered over **7,600** issues preventing customers from easily finding and buying the products they love.

CB4-enabled store managers improve product availability in their stores, which increases sales and leads to happier, more loyal shoppers.

## To Learn More:

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

Here's how that looks in numbers:

### Year 1 Revenue / 39 Stores:



**\$590,000**

### Year 2 Revenue / 39 Stores:



**\$989,000**