

 **CB4** × MediaMarktSaturn

CASE STUDY

An Innovative, Award-Winning Partnership





Whether in Ulm (a German town with just over 100,000 residents) or in Barcelona, our store managers delight shoppers by using CB4 to detect and eliminate sales issues.

Sonja Moosburger
COO, MediaMarkt N3XT

MediaMarktSaturn, Germany's and Europe's #1 consumer electronics retailer, currently operates 439 stores in Germany, which employ more than 23,000 people. The company includes the MediaMarkt and Saturn brands, which comprehensively network their approximately 1,000 stationary stores in 13 European countries with online sales platforms. MediaMarktSaturn employs around 53,000 people.

MediaMarktSaturn's success reflects its range of irresistibly-priced products, personalized customer service, and range of added-value services for shoppers. **The retail giant is committed to delivering a consistently great experience at every single location across their chain. And that's where CB4 comes in.**



Satisfying Shoppers in Every Store

MediaMarkt and Saturn store managers use CB4 to find SKUs in each store that they can sell much more of now. CB4's patented AI algorithms use each store's unique selling patterns and operating conditions to find underselling SKUs. The app alerts store managers only when their store has a lot to gain, and then learns from their responses to send more actionable recommendations in the future.

They make quick, easy fixes like replenishing products left in the stock room, resolving out-of-stocks, and fixing electronic shelf labels. A few minutes is all it takes to make it easy for shoppers to find and buy what they want, improving the customer experience and boosting sales one recommendation at a time.

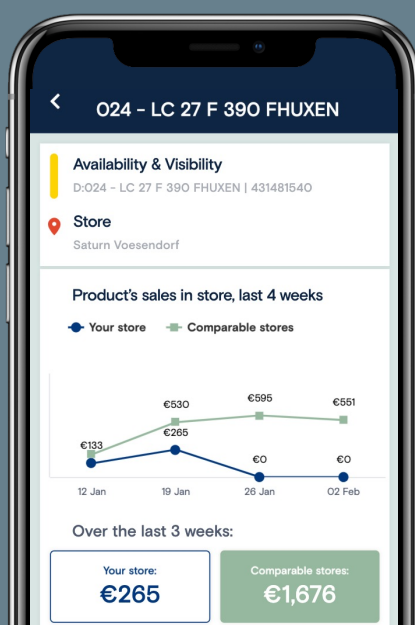
How it works in three simple steps

STEP 1

Here's a notification for a curved computer monitor that CB4 sent to one store manager in Wiener Neudorf, Austria.

She could see that over the last two weeks, her store had only sold **€265 worth** of these monitors, while stores comparable to hers had sold **€1,676 worth**.

CB4's alert

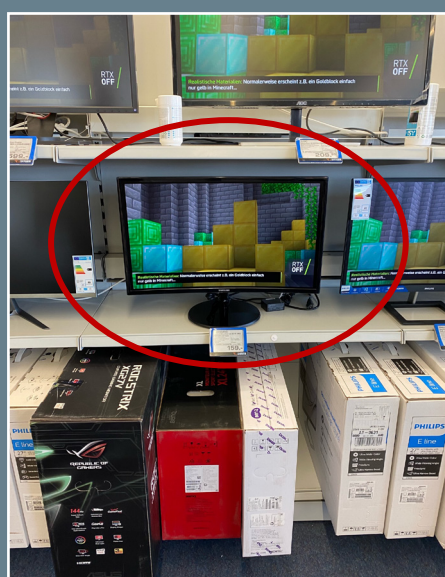


STEP 2

She headed to the appropriate aisle in her store to check it out. She found the floor sample in the right place, clearly displayed and correctly priced.

But she quickly realized that below the display, a different monitor was stocked.

The monitor display

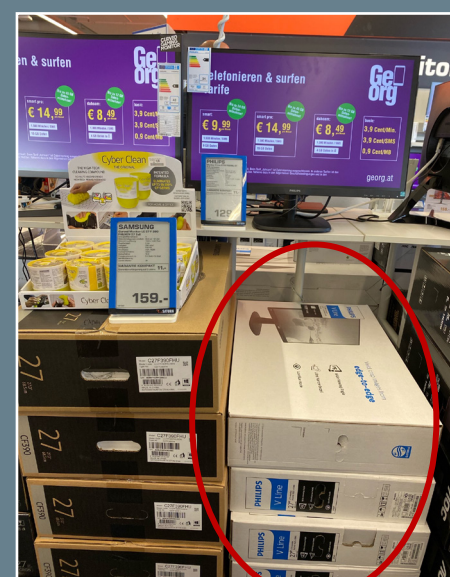


STEP 3

The inventory management system said there were units on hand, so she went looking for them. A few minutes later, she found them under a different monitor in an adjacent aisle.

She returned the inventory to where it belonged and then moved on with her day. **That's all it took to sell a lot more.**

Misplaced inventory



Imagine hundreds of MediaMarkt and Saturn store managers doing this week after week for product after product and you get the idea. Each store increasingly contributes to MediaMarktSaturn's customer satisfaction—and to revenue—in small but meaningful ways.

Small Changes Add Up to Something Big

In 2020 CB4 & MediaMarktSaturn won the prestigious reta Europe award for Best Enterprise Solution. The win reflects the innovative way MediaMarkt and Saturn store managers are using CB4's AI solution to pinpoint demand for specific products in their stores. And it speaks to the strong partnership between CB4 and MediaMarktSaturn's N3XT innovation team.

"This has been one of the most promising results of a pilot in recent years. The stores that we tested CB4 in saw a significant improvement in both sales and category management performance. We're excited about rolling out CB4 on a much wider scale."

Sonja Moosburger, COO, MediaMarkt N3XT



CB4 & MediaMarktSaturn win reta Europe award

Making it Easy for Store Managers

Retail executives know that store teams must like a solution to reap its benefits. Because MediaMarkt and Saturn store managers saw solid initial returns on the time they invested, they continue to trust CB4 to help them sell more in-store. **Here's how that looks:**

15

The average number of opportunities that MediaMarkt and Saturn stores get to improve sales each week

The share of CB4 alerts to which MediaMarkt and Saturn store teams respond

94%

1/2 hour a week

The amount of time MediaMarkt and Saturn store teams spend on CB4



By October 2020, what began as a pilot in 67 stores had expanded to over 700 stores across six countries. Now three years in, CB4 and MediaMarktSaturn are still working together to help stores prioritize what matters most to their shoppers each week.