



Improving speed to market for retail price promotions

Industry: Retail Sector

Solution Area: Managed Services

 **LOGICALIS**
Architects of Change

The Challenge

A major international supermarket chain was printing all their product price labels centrally within their distribution centres. Once printed, the labels were sent in same trucks that carried stock to stores. However, the trucks took products to stores daily, whilst the process of updating prices and printing the labels occurred weekly. In addition, the restock process took on average three days to cover all stores, which meant that on a large number of occasions the pricing on the shelf labels differed from the price charged by the cashier's system or the price tag was lost in the process, leading to customer dissatisfaction.

The centralised pricing also led to difficulties in managing product promotions and discounts, as the distribution centre had to be prepared to send out the price tags days in advance. Although it would have been possible to print price labels within each store using a thermal printer, the process was expensive and not scalable, which result in it only being used for emergencies.

The Solution

Logicalis proposed a solution to print price labels within the retail stores, decreasing price label printing time and enabling better shelf price management. The system enables price updates to be done daily or weekly, diminishing price discrepancies from shelf to cashier.

Additionally, using the Microsoft's mobile app, Kaizala, it's possible to consult prices via the use of a smartphone bar code reader. This feature allows price auditing per section, product family and subfamily. And, should any divergence occur between shelf and cashier prices, it's possible to issue a price divergence report for improved control and to generate new price tags to correct the difference.

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