

# OPTIMIZING FRESH REPLENISHMENT IN STORES

## SUMMARY

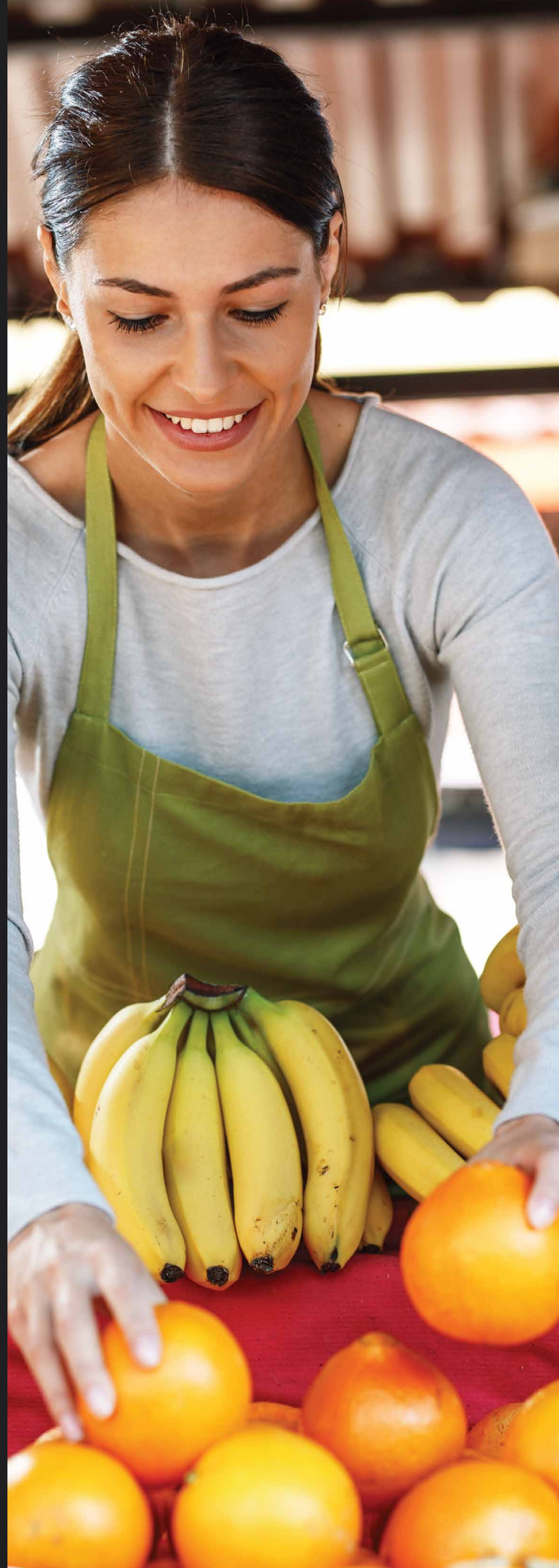
A leading North American producer of name brand and private label fresh foods implements Movista's retail execution platform to reduce return costs and spoilage, exceed retail partners' freshness expectations, and improve on-shelf availability.

Stores Serviced: 1,600



**WITH THE MOVISTA PLATFORM, OUR CLIENT IS NOW ABLE TO EFFICIENTLY QUANTIFY AND SHARE IN-STORE WORK PERFORMANCE WITH THEIR RETAILER PARTNERS, LEADING TO A STRONGER RETAILER-SUPPLIER RELATIONSHIP AND SIGNIFICANT COST-SAVING OPPORTUNITIES THAT WERE PREVIOUSLY INACCESSIBLE.”**

**– SARAH LANCASTER,  
IMPLEMENTATION CONSULTANT**



## BACKGROUND

Before implementing Movista, our client relied on a variety of dispersed and time-consuming solutions such as spreadsheets and emails to manage their fresh item replenishment in stores and communicate data to their retailer partners. Furthermore, due to these technological limitations, our client was required to repurchase defective products at full market price through a cumbersome manual process that diminished profit margins.

## GOALS & STRATEGY

Our implementation team worked closely with the client to sort and integrate their store-by-store item catalog data into the Movista platform, including each item's code date, which measures a given product's freshness and expiration status through each link of the supply chain, all the way up to shelf placement.

Once we integrated all relevant data for their SKUs and store banners into our platform, the client was positioned to significantly streamline their in-store item management and retailer-partner communication, including product buy-back coordination, photo verification sharing, and order recommendation submissions.

## OUTCOME

With Movista's data exporting capabilities, the client was able to replace their previous buy-back process with a more streamlined version that yielded 30% cost savings as well as time savings for field reps.

Leveraging our automated and preventative out-of-stock and spoilage alerts, combined with our integrated tasking and scheduling solution, the client could more quickly and proactively manage assortments, resulting in improved product freshness, an 8% increase in on-shelf availability, and a 10 basis-point reduction in spoilage.

Through a combination of Item Series questions—our robust digital survey tool—and the Reporting module, our client's leadership team gained clearer, more timely visibility of field rep performance and work completion statuses, ushering in higher levels of accountability and strategic insights.

With the Movista solution, our client is able to more effectively measure sales and spoilage data by store and more easily quantify the value of their work to retailers, leading to a stronger retailer-supplier relationship and previously unattainable growth opportunities.

## PRODUCT USE

ITEM MANAGER

CUSTOM ITEM SERIES SURVEYS

REPORTING

TASKING & SCHEDULING

 30%

Decrease in buy-back costs

 10

Basis-point reduction in shrink

 8%

Reduction in OOS

 370%

Return on investment



Movista is an enterprise-grade retail execution SaaS company that empowers store and field teams to easily orchestrate in-store work and improve on-shelf availability. We are revolutionizing the way retail teams collaborate so they can execute flawlessly in today's dynamic store environment. Our solution unifies all key execution functionality into a single integrated desktop/mobile work hub that improves workforce productivity and in-store item management. Learn more at [www.movista.com](http://www.movista.com), and follow us on LinkedIn for the latest retail insights.

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