GROCERY GIANT RETHINKS OOS.
REALIZES 390% ROI.

National Grocery Chain | North America

70% IMPROVEMENT
in OSA alert completion rate

1% OSA
improvement

Decrease in teams'
TIME SPENT FIXING
and identifying OOS

Higher customer
SATISFACTION

SALES INCREASE
through higher availability

2% IMPROVEMENT
in labor productivity

IMPROVED INVENTORY
ordering and accuracy

390% ROI
delivered

THE COMPANY

A national grocery chain with hundreds of supercenters and thousands of employees across the United States.

THE BOTTOM LINE

On average, national retailers experience eight percent out-of-stocks (OOS) yearly and will lose four percent of their annual sales due to OOS items. A national grocery chain refused to be another statistic. Using Movista's retail execution platform, they improved their OOS and placement efficiencies while increasing alert completion and inventory replenishment rates. During a test program, algorithmically generated projects and tasks were sent to retail workers on the store floor via the Movista mobile application. The grocer saw a one percent on-shelf availability (OSA) increase during the test, resulting in an overall ROI on the Movista solution of over 390%.

Here is how they did it!

BACKGROUND

Before deploying Movista, this grocer recognized an opportunity to improve their in-store technology. Overtasked store managers spent hours manually correcting replenishment tasks and experienced a blurred view of product availability on the shelf or in the stockroom with backstock levels exceeding the inventory.

The grocer implemented the Movista platform to manage store projects and tasks while helping to better manage, track, replenish, and report inventory levels. Movista provides a 360° view across their supply chain replenishment system, including on-shelf compliance for merchandisers, direct-store-delivery (DSD), and third-party field teams to carry out in-store replenishment with complete transparency.

THE STRATEGY

Store audits revealed opportunities to improve on-shelf availability and reduce out-of-stocks for greater profitability and customer satisfaction. While store-level resolution compliance had always been challenging, SKU growth driven by increased customer needs and purchase methods (in-store, BOPIS, delivery) makes the complex tasks of predicting stock levels and accurately knowing what items are in the backroom vs. on-shelf even harder.

OOS equal lost sales. Resolving OOS manually leads to rushed inventory replenishment and overstocks.

To address their ongoing OOS challenges, the retailer deployed a solution powered by photo artificial intelligence (AI), business intelligence (BI) and real-time store-floor communication.

Through a combination of store-floor robotics, POS data, customer reports, and mobile enablement, the grocer captured real-time insights across stores to identify potential OOS events.

Store managers and their staff received automated projects and tasks in their Movista mobile application to validate and remediate any OOS and OSA issues at-shelf. Store managers and corporate planners can see the results of these projects in real-time as they are completed using Movista's Insights BI module.

CONTINUOUS ROI ANALYSIS
with scalable reporting

COMPLETE VISIBILITY TO OSA
and product movement

Identify inbound
PRODUCT LOGISTICS

VERIFY PRODUCT
recalls, returns, and sales in real-time

Maximize existing
STAFF PRODUCTIVITY

OUTCOME

The grocer achieved a one percent improvement in OSA with a 70% OSA alert completion rate.

This project demonstrates the significant value retailers can achieve when using Movista's retail execution platform with advanced AI and BI toolsets. Movista provides a high value-to-cost ratio in any retail environment and delivered ROI of over 390% over the pilot test period.

Movista is a global leader in retail execution and workforce management solutions. At Movista, we believe the future of work is radically transparent and collaborative. As the world's first and only SaaS platform to enable collaboration between retailers, brands, service providers, and distributors, Movista is transforming the execution of all work and engagement by all teams in the retail ecosystem.

Learn more at www.movista.com

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