



## Direction to Help Prevent OSA Decline

Field teams utilizing Phantom Stock data to avoid stockouts



### Situation

This supplier runs a large field team that visits stores daily. Previously the field team lacked information on which **items were critical and required action in the stores, leading to inefficiencies** and potentially overlooked needs.



### Solution

To give the field team focus, the supplier now provides **daily phantom stock reports to provide direction for necessary actions**. These reports also rank the items in A, B and C classes to help the supplier identify potential problems early and the field team to prioritize activities.



### Results

The supplier **increased its OSA score from 94% to 97%** in seven weeks, surpassing their target of 96%, and the field team's overall efficiency and effectiveness improved.

Increased On-Shelf Availability 3% in 7 weeks

