



Identifying Critical DSD Product Demand

Increasing replenishment to improve OSA and meet the adjusted days of supply requirements



Situation

This manufacturer was tasked with **reducing out-of-stocks and improving On-Shelf Availability** on DSD items without a perpetual inventory count at this leading US retailer.



Solution

The vendor **used POS and planogram (POG) data to identify voids and develop a functional DSD alerting system**. By leveraging RSi's alerts, they are now able to identify all items on a store's POG where the lack of demand suggests an out-of-stock. The vendor sends an **alert to the in-store sales rep to validate the out-of-stock** and re-order.



Results

The Sales Rep receives weekly alerts to **correct the void on-shelf, reducing lost sales, and helping improve POG integrity**. Alert volume was increased through internal automation and thus **increased recaptured sales** for the supplier and **improved shopper satisfaction and in-store experience**.

Reduced OOS events by 41%
 Reduced potential lost sales 63%
 Reduced avg. days since last sale by 37%

