



Improved Measurement, Ongoing Benefits

Through replenishment from the DC to the store and from the backroom to the shelf



Situation

This household vendor has utilized Retail Shelf Alerting for an extended period of time, and looks to **continue perfecting the process and reaping its benefits.**



Solution

This initiative focused on replenishment improvements from the DC to the store and from the backroom to the shelf. The vendor has been vigilant in **providing feedback on the alerts so RSi can then fine-tune** various alert indicator thresholds to **improve alert accuracy and overall alert value.**



Results

With the fine-tuning of the alerts, greater alert value has been achieved and the alert process has become **more cost effective and efficient for the vendor.** These improvements have led to over **\$5M in recaptured sales** through 2 years of activity and **improved product availability for the end-consumer.**

Alerting generated \$5M in recaptured sales over 2 year time frame, averaging \$40k per week and improved overall product availability

