



# Sales Recovery Through Targeted Replenishment

Correcting phantom inventory and distribution voids through the alert process



## Situation

This supplier sought to **prevent future lost sales caused by phantom inventory and distribution voids**. The program targeted improved forecast accuracy and increased product availability using RSi's Retail Replenish.



## Solution

By implementing weekly alerts to flag **phantom inventory and distribution voids** at the retailer, new forecast scripts were generated. These were then reviewed by both trading partners. This provided the business case and supporting data **to warrant increased DC and store replenishment orders** from the retailer.



## Results

As additional stock was pushed to the DCs and stores £1.8m in sales were generated; **representing nearly 1% in recovered sales** for this supplier. This increased product availability and sell through prompted the supplier to roll out the new process across its entire product portfolio.

£ 1,842,891 (\$2,490,593) in recaptured sales

**Total Incremental Revenue**  
£1,842,891  
(1% recovery)

**Phantom Inventory**  
£1,587,444 (86%)

**Total Supplier sales in trial period**  
£17,849,309

**D Voids**  
£255,447 (14%)