



QUARTERLY AUDITS OF SHELF ALLOCATION

Case Study: Retail Services – Coffee Manufacturer

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A coffee manufacturer employing over 300 people required the support of RGIS. The coffee manufacturer operates a broad product portfolio across retail, food service, vending, cash and carry and export markets. The manufacturer specializes in the innovation of coffee, beverages and foods, with specific expertise and capabilities in dry powder blending and packing.



REQUIREMENT

The coffee manufacturer required **quarterly audits of approximately 4,500 retail shelf allocations**; the product was showcased in a wide variety of retail locations nationwide.

The coffee manufacturer required RGIS to provide the following:

- **Experienced auditors**
- **National coverage**
- To understand the **shelf allocation of all products**, including competitors
- A **combined solution** that would manage retail execution and audits effectively



SOLUTION

The coffee manufacturer partnered with RGIS to complete the **retail shelf allocation project**, and RGIS provided the following:

- RGIS deployed the **retail performance and intelligence software**
- Experienced RGIS teams audited **1,500 stores per month**
- Teams provided **real-time image recognition** and **market performance insights**
- Experienced merchandising teams allowed the customer to **monitor shelf allocation and make decisions to drive sales**



RESULTS

The coffee manufacturer found by outsourcing the **retail shelf allocation project** to RGIS, the following results were achieved:

- RGIS teams **accurately and effectively completed all 4,500 nationwide locations** every quarter
- By partnering with the photo recognition software providers, **RGIS offered real-time analysis of planograms and placement**
- The new technology allowed RGIS' merchandisers to **complete a full shelf analysis**
- The customer reported that audits were performed **faster and more efficiently than with the previous provider**



By partnering with RGIS, the coffee manufacturer found that **audits were performed quickly and accurately** with photo recognition software, which offered **real-time analysis of planograms and placement**



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RGIS_CS_0177_01

Shelf Analysis



New Technology



Nationwide Coverage



Fast Turnaround



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