

Real-time visibility boosts staff empowerment

When a leading supermarket chain looked at its data, management realized that planned peak season spend was suffering due to a lack of products being available both instore and online.

The cause was a lack of visibility across the entire supply chain, which meant that staff in store couldn't advise

shaping tomorrow with you

customers about when stock would be available, or even order it for them.

The answer was to leverage Connected Retail's ability to focus on real-time visibility to drive operational excellence across the entire store estate. Joined up systems with real-time data were implemented, and in store associates given devices which enabled them to track availability and ensure that customers could buy what they wanted even if it wasn't in stock.

Visibility across active systems – from checkouts to shelves, or even the warehouse – also meant that staff could be deployed to deal with bottlenecks and pain points more efficiently, boosting individual store associate productivity. That empowered staff to close more sales and feel more productive which, in turn, boosted retention and career progression.

Connected retail in action.