

RSi

Wrigley Works with Channel Partners to Help Optimize Sales and Drive Insights



TARGET®

WRIGLEY

A Subsidiary of Mars, Incorporated

ABOUT RSi

Retail Solutions, Inc (RSi) transforms data into value – in the store, on the shelf and with shoppers worldwide. To achieve operational excellence and measure performance daily, the world's leading companies turn to RSi to transform their data into actionable insights. As the leader in data management and innovation with the most retailer collaboration programs, our goal is to bring operational clarity to our customers so they can operate their business more successfully. From solving out-of-stocks to driving inventory down, from optimizing sales strategies to determining marketing ROI, RSi helps cut costs and improve sales. For thirteen years we have been a trusted, massive data and analytics partner to more than 175 retailers and over 500 CPG companies, including such household names as Colgate-Palmolive, Nestlé, the Procter & Gamble Company and Unilever.

RSi US Headquarters

201 Ravendale Drive
Mountain View, CA 94043
Phone: 650.390.6100
Fax: 650.967.2209
support@retailsolutions.com
info@retailsolutions.com
www.retailsolutions.com

Summary

Wrigley brands are distributed in multiple retail channels such as drug, grocery, mass, and discount. Wrigley works with their retail channels partners in order to optimize sales and drive sales insights.

Participants

Wrigley is a global confectionery company with brands sold in 180 countries in the Gum and Mints category (Juicy Fruit®, Wrigley's Spearmint® Doublemint®, Extra®, Orbit®, 5™, Freedent®, Airwaves®, Eclipse®, Winterfresh®, Altoids®, Lifesavers®) and Fruity Confections category (Skittles®, Starburst®).

Target Corporation is the second-largest discount retailer in the United States with over 1700 locations and over 340,000 employees.

Situation

Target piloted the concept of “queuing” around guest services in a series of test stores. This concept allowed for incremental placement of items in the check lane business. In order to assess whether the concept was successful or not, Wrigley, as category manager, was tasked with developing a process to analyze the test. The findings would then determine whether or not to implement this strategy at additional stores.

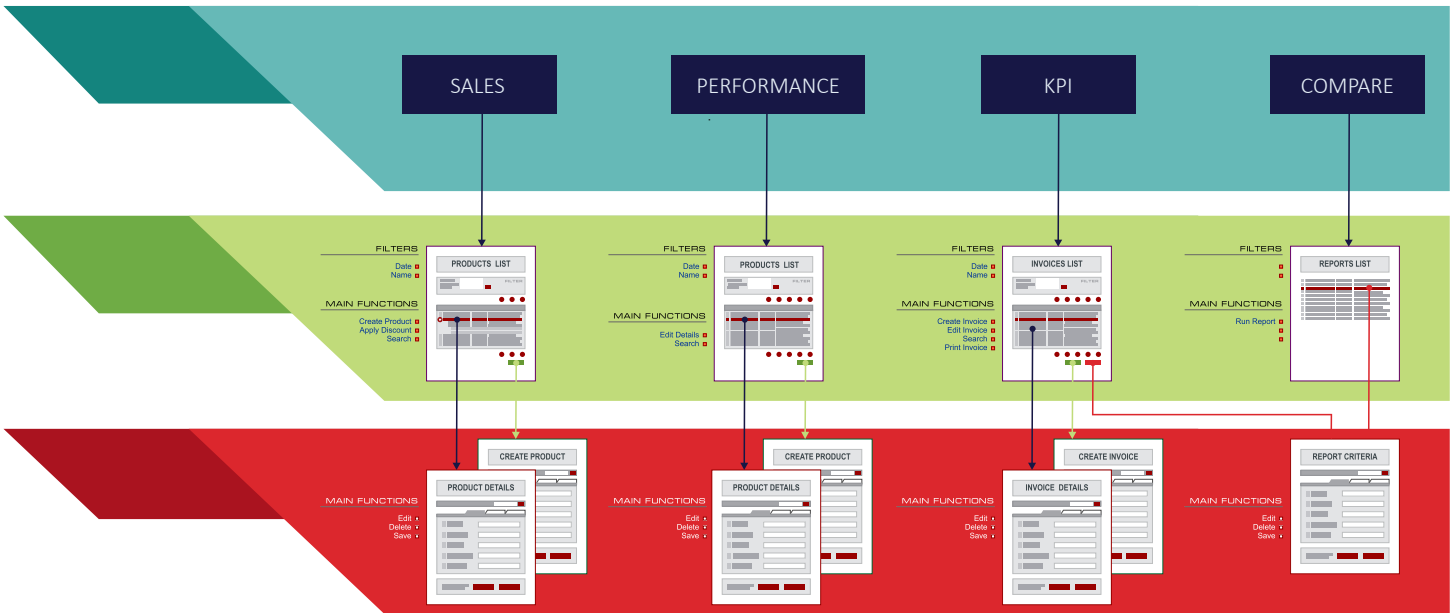


Solution

The Wrigley team needed a business intelligence tool to quickly and effectively analyze the data. After reviewing the business case with RSi's Retail Channel Consultant, the decision was made to leverage RSi's Retail Intelligence system to conduct the analysis to provide a sales comparison for a 27 store sales plan test. By leveraging the Group Table features of Retail Intelligence, the Wrigley team was able to quickly setup a test store performance vs. the rest of the chain analysis on key performance indicators.

RSi's Retail Intelligence Group Table features provide many ways for users to create custom analytical groups by choosing and combining (and recombining) any attribute without having to involve technical teams in the process. This adds tremendous value by enabling these attributes to be constantly used in fresh and innovative ways. While these Group Tables features allow users to select and present data in ways that are familiar and natural, they also allow users to create custom-made groups on the fly, placing them in rows, columns, or even filters, and then brilliantly correlate any KPI for quick side-by-side comparison.

RSi's Retail Intelligence Group Table



Results

Using RSi's Retail Intelligence system, the analysis showed that the test stores with the "queuing" concept outperformed control stores. The additional sales generated was approximately a 5% increase. The Wrigley team presented the findings back to Target and additional discussions are taking place to roll out the initiative to additional stores to drive sales.

Feedback

"We were very happy to work with Target utilizing our RSi capabilities. Working with RSi allowed us to clearly see the results we needed to confidently make our recommendations based on our findings."

–Stephanie Taffe, Team Lead Target, Wrigley

"It's fantastic when our supplier partners can harness the power of RSi systems to drive value for Target and their guests"

–Henry Li, RSi Target Channel Manager