



FIXTURE AUDIT SURVEY FOR FIXTURE ASSESSMENT AND TRACKING

Case Study: Fixture Audit – Nationwide Retailer

RGIS was required to complete **fixture audits** to enable the nationwide retailer to **assess and track fixtures** within 1,415 stores

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A nationwide retailer with 1,415 stores needed to partner with RGIS to complete fixture audits across all stores. This would enable the retailer to have a large scale store fixture audit survey to update planograms and establish clearance dimensions.

REQUIREMENT

The retailer wanted to more accurately analyse and merchandise all stores. The customer needed the technology and staff for a **large scale store fixture audit survey**. The retailer partnered with RGIS to complete a large group of tasks across the UK including:

- Created a **merchandise database** of 1,415 stores with accurate fixture sizes, fixture types, aisle and clearance dimensions
- Data was used for **fixture assessment and tracking**
- Set up **planogram assignments** by 4-foot section including end-caps with television marketing displays

SOLUTION

RGIS worked with the retailer and completed the following:

- Embarked on a one year project that included all **1,415 stores**
- Local teams visited stores with RGIS' proprietary **in-store data collection program**
- Stores were run through a rigorous **quality assurance process** by RGIS teams completing store surveys
- The data was then converted and provided to the retailer
- Scheduled 30 stores per week

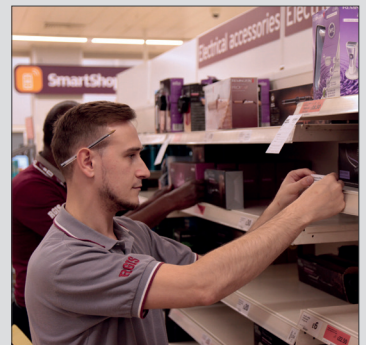
RESULTS

By partnering with RGIS, the retailer benefited from the following:

- **Tabular reports** that provided were imported directly into the retailer's merchandise database
- The retailer reported more than **99.8% accuracy** on the next accuracy audit
- RGIS delivered results by completing **store fixture audit surveys** in up to 30 stores per week at the **highest standards**
- Data was delivered in native formats for uploading
- Future accuracy audits showed almost **complete accuracy in all areas**



The nationwide retailer found that partnering with RGIS meant that after completing the initial **fixture audits** the customer had more than **99.8% accuracy** on the next accuracy audit



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Fixture Audit



Information Gathering



Over
99%
Accuracy

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