



OUT OF HOURS MERCHANDISING SUPPORT

Case Study: Retail Services – Supermarket

A national supermarket chain required **experienced merchandisers** to complete **in-store merchandising services** within a number of stores **at short notice and out of hours**

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A national supermarket retailer with 2,400 stores and online shopping service with over 3,000 own-brand product lines, required the support of RGIS. The supermarket retailer offers customers distinctive, quality products at competitive prices across food, general merchandise, clothing and financial services.



REQUIREMENT

A national supermarket chain required **experienced merchandisers** to complete **in-store merchandising services within a number of stores at short notice**.

The national supermarket chain required RGIS to provide the following:

- **Experienced merchandisers**
- A team available in **four days**, as there had been last minute changes to the customer's schedule
- To be **familiar within a retail environment**
- **Overnight shifts** required to complete the in-store merchandising
- **Nationwide coverage** to complete all stores
- To have the project completed within the tight deadline to **ensure all stores opened had been fully merchandised**



SOLUTION

The national supermarket chain partnered with RGIS to complete the **overnight in-store merchandising project**, and RGIS provided the following:

- RGIS supplied **ten teams of seven experienced merchandisers** to support the stores
- Scheduled **twelve hour night shifts** to complete all work within each store
- Turned the request around **within two days**
- Local districts supported each store, **reducing costs and maximising performance**



RESULTS

The national supermarket chain found by outsourcing the **overnight in-store merchandising project** to RGIS, the following results were achieved:

- RGIS **accurately and effectively completed the merchandising in all ten locations** within a three week period
- RGIS deployed **70 staff, totaling 840 hours** in store
- The customer was **extremely happy with the speed** in which RGIS teams delivered the work and the performance of the teams
- The customer was most impressed with the experience of the RGIS staff, as all tasks were **completed on time and to a very high standard**

By partnering with RGIS, the national supermarket chain found that in-store merchandising was completed in ten stores, **accurately and effectively out of hours within a three week period**



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People Services



Nationwide Coverage



Fast Turnaround



High Standards



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