



STORE MERCHANDISING SUPPORT DURING COVID-19 PANDEMIC

Case Study: Store Support – Supermarket Chain

A supermarket chain needed a solution to **support stores with in store deliveries due to increased sales** during lockdown periods

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One of the world's largest food retailers employing over 500,000 people and serving millions of customers every week in Asia, America and Europe, including Great Britain and Northern Ireland required the support of RGIS. The supermarket chain is the largest food retailer in Ireland, with a proud record of investment and job creation, and employ 9000 colleagues across over 170 stores.

REQUIREMENT

The supermarket chain needed a solution to **support stores with in store deliveries** due to increased sales during lockdown periods.

The supermarket chain required RGIS to provide the following:

- **Store support over eight weeks**
- RGIS store support staff to **adhere to the customer's strict merchandising rules**
- **Receive and process** in store deliveries
- **Work closely** with in-house teams

SOLUTION

The supermarket chain partnered with RGIS to complete the merchandising store support project, and provided the following:

- **Teams of 90 to 120 experienced RGIS merchandisers** scheduled every day over eight weeks
- **All RGIS merchandises were trained** in the customer's strict merchandising rules and processes
- **Unpacked deliveries** arriving at store
- **Picking stock** to go onto shop floor
- **Placing stock on relevant shelves** in store

RESULTS

The supermarket chain found by outsourcing the merchandising store support project to RGIS, the following results were achieved:

- Deliveries were correctly **unpacked and picked** efficiently at store
- Stock was able to be **replenished on shelves**
- **Gaps on shelves were reduced** which meant customers could find the items they required quickly



By partnering with RGIS, the supermarket chain found that through the **merchandising store support services, the shelves were fully stocked** which meant that customers could find the stock items they needed quickly



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People Services



Stock Replenishment



Product Availability



Covid-19 Compliant



CONTACT **RGIS** TODAY TO SEE HOW WE CAN HELP YOU

 salesUK@rgis.com

 +44 (0)1926 888 882

 www.rgis.co.uk

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