



# SURVEY OF PRODUCTS WITHIN MULTIPLE RETAILERS

**Case Study:** Retail Store Survey – Publishing Company

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## Case Study: Retail Store Survey – Publishing Company

A leading American publisher required the support of RGIS. The publisher's products are printed and distributed to retailers, bookstore chains, independent bookstores, libraries and museums across America.



### REQUIREMENT

The leading American publisher needed a solution to understand **how and where their products were being displayed** within multiple retailers.

The publisher required RGIS to provide the following:

- **National coverage** to cover any retailer stocking their products
- **Take photos** of the products in situ
- **Report any variances**
- **Control costs** by cross-referencing RGIS inventory in-store visits to complete the data collection in targeted retail locations
- **Weekly reporting**



### SOLUTION

The leading American publisher partnered with RGIS to complete the **product survey within multiple retailers**, and RGIS provided the following:

- **Identified stores and pharmacies** that stocked the customer's products
- During the main inventory event, one **experienced RGIS auditor** used a **tablet to capture a photo** and fill in the requested **data questionnaire** on site
- Data captured included **rack location, rack type and each UPC**
- Average of **60-100 SKUs** recorded

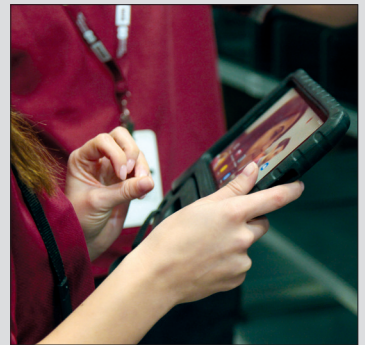


### RESULTS

The leading American publisher found by outsourcing the **product survey within multiple retailers** to RGIS, the following results were achieved:

- **Received weekly reporting** of the requested data for the prior week's stores, and a zip file of rack photos
- **Validated numbers**, as RGIS were able to compare returned SKUs against the customer's active SKU list
- More store locations were provided than expected, with a **higher degree of accuracy** than the customer had previously been receiving
- The data allowed an **unbiased verification of the location and condition of their displays**
- **Utilised weekly reporting to hone in on variances** in stock and **determine the root cause of discrepancies**
- **Understood in-store conditions** in a sample of stores across several chains, in several regions in real time
- **Monitored implementation** of seasonal initiatives through data and photos

By partnering with RGIS, the publishing company has data that allows an **unbiased verification of the location of their product displays**, with a **high degree of accuracy** from RGIS



### CUSTOMER TESTIMONIAL

"Our relationship with RGIS has been instrumental in managing inventory and driving sales. Along with the accuracy, what we've appreciated most is the ease of working with RGIS, where we've found RGIS anticipates issues and provides solutions well ahead of any problem occurring. Highly recommended!"

**Publishing Company**

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Display Survey



Information Gathering



Photographed Stock



Accurate Reports



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