



NATIONAL EXPANSION OF MERCHANDISING SERVICES FOR MAJOR SUPERMARKET BRAND

CASE STUDY

CLIENT

Major Supermarket Chain

Industry: Retail (Supermarkets)

Scope: Full store remodelling across
89 grocery stores.



RGIS's ability to quickly learn the customer's merchandising concept and share this expertise among the merchandising teams demonstrated their capability to manage this large-scale rollout.

CONCLUSION

The successful execution of the major supermarket chain's merchandising project has not only strengthened RGIS's relationship with them but also positioned RGIS as a key partner in the supermarket's national merchandising strategy. With plans to extend the project until next year, RGIS is well-positioned to handle the continued expansion of supermarket chain's remodelling efforts across France.

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HOW WE CAN HELP YOU**



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CHALLENGE

At the beginning of the partnership, a division of a French major supermarket chain sought to experiment with the externalisation of merchandising services for a few months to assess its feasibility for broader implementation. The customer needed a partner capable of executing full store remodels while adhering to their merchandising concept, maintaining consistency across their store network, and ultimately scaling the project to cover the national market.

Initially, the customer required remodelling services for a limited number of stores to test the solution. Upon the successful completion of this pilot, the supermarket chain aimed to expand the service to other regions, targeting a 70% national market share by the end of this year.

WHY RGIS?

The major supermarket chain selected RGIS based on its successful track record in previous projects, particularly in store remodelling. RGIS's ability to quickly learn the customer's merchandising concept and share this expertise among the merchandising teams demonstrated their capability to manage this large-scale rollout.

OUR SOLUTION

RGIS began the project with a small team of four full-time merchandisers, progressively scaling to 16 full-time merchandisers as the partnership expanded.

Key aspects of the solution included:

- **Full Store Remodelling:** RGIS handled the complete remodelling of stores, ensuring alignment with the customer's planograms and merchandising standards.
- **Dedicated Project Management:** A dedicated project manager and operations lead oversaw the entire process, ensuring seamless communication and execution across all sites.
- **Safety and Equipment:** The teams were equipped with safety shoes, anti-cutting gloves, retractable blade cutters, and reflective vests. Teams also used tablets to read and follow plans and planograms accurately.

RESULTS

- **National Expansion:** Following the successful pilot in a division of the supermarket chain, the project expanded to other regions, including North and South-West France. By the end of the year, the customer established a national partnership with RGIS, with the project expected to continue until the end of the following year.
- **Customer Satisfaction:** The supermarket chain expressed high satisfaction with the quality of the merchandising services provided, awarding RGIS an NPS score of 5/5. The teams quickly adapted to the customer's concepts and shared this knowledge across regions, further solidifying the partnership.