



MERCHANDISING AND STORE SUPPORT SERVICES THROUGH COVID-19 PANDEMIC

Case Study: Retail Merchandising – Grocery Retailer

A grocery retailer needed to source **merchandising and store support** over the challenging **COVID-19** period

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One of Ireland's leading grocery retailers required the support of RGIS. Together with their retail partners, they support more than 41,000 jobs, in more than 1,400 stores and offices, with combined total retail sales of €5.4 billion. The grocery retailer is proud to be one of Europe's most successful family-owned businesses with a 140-year heritage in food and brand innovation.

REQUIREMENT

The grocery retailer needed to source merchandising and store support over the challenging COVID-19 period, so required RGIS to provide the following:

- **Additional support** to the existing stocktaking services already provided by RGIS
- To **support the in-store team** with merchandising requirements
- Adhere to the company's **strict merchandising rules and standards**
- **Four weeks** of daily merchandising support
- Complete any **additional store support** where required

SOLUTION

The grocery retailer partnered with RGIS to complete the **store merchandising support project**, and RGIS provided the following:

- Scheduled a team of **90 to 120 experienced RGIS merchandisers**
- **RGIS teams were trained by the customer** to comply with the merchandising standards expected
- The RGIS teams took direction from the customer's in-store teams, of where the support was most required in each store
- **Received and processed deliveries**

RESULTS

The grocery retailer found by outsourcing the **store merchandising support project** to RGIS, the following results were achieved:

- The customer's **high standards and merchandising rules** were adhered to at all times
- The purpose of the service was to **reduce the backlog with merchandising support** over the challenging COVID-19 period, which was **successfully achieved**
- Customers' orders were completed on time, with the correct stock in place, so orders were not impacted



By partnering with RGIS, the grocery retailer **reduced the backlog with merchandising support** over the challenging COVID-19 period, which meant that customers' orders were not impacted



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People Services



Stock Replenishment



Collaborative Approach



COVID-19 Compliant



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