



DELIVERING ACCURATE STORE MAPPING TO POWER ESL AND APP INTEGRATION

CASE STUDY

CLIENT

DIY Retail Group

Industry: DIY/Retail Sector

Scope: Full store surveys for 130 locations to deliver up-to-date store plans integrated with ESL and customer-facing app functionality.



The decision to partner with RGIS was driven by the specialist survey capabilities and existing knowledge of the customer's store layouts and operational requirements.

CONCLUSION

This project demonstrates the power of RGIS's full-service surveying capability, integrating physical store data with digital solutions like ESL and customer apps. Surveys have become an annual priority for this customer to support merchandising, store openings, and in-store navigation.

The process and outputs exceeded expectations and position RGIS as a key strategic partner in the customer's digital retail transformation.

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HOW WE CAN HELP YOU**



rgis.nz



+64 09 309 9191



salesNewZealand@rgis.com

CHALLENGE

The customer required accurate, current AutoCAD store layouts across 130 stores to support the deployment of a customer-facing app with ESL (Electronic Shelf Labelling) geolocation. These updates were critical for:

- Improving customer in-store navigation.
- Enhancing shopping experience.
- Supporting internal merchandising planning.
- Aligning with upcoming store opening and ESL roll-outs.

The survey project had to be completed within three months, from July to September, across multiple store formats – all while coordinating across several teams and platforms.

WHY RGIS?

RGIS was already a trusted partner, delivering audits, surveys, and ESL-related services for this customer. The decision to partner again was driven by:

- RGIS's specialist survey capabilities (AutoCAD, SmartSpace, NGEN).
- Existing knowledge of store layouts and operational requirements.
- A proven process that delivered reliable, accurate outputs.
- Ability to meet tight deadlines with minimal disruption.

OUR SOLUTION

The RGIS team delivered a comprehensive, multi-store survey plan:

Pre-survey preparation and planning

- Weekly calls with the customer.
- Review of previous surveys and mapping updates.
- Creation of a schedule and store sequence for surveyors.

Survey deployment

- Teams deployed across the country.
- Use of laser metres and SmartSpace on RGIS PCs.
- AutoCAD floor plans delivered in DWG, JPG and PDF formats.
- Process tracked and logged centrally to ensure quality and consistency.

RESULTS

- 100% of store plans updated within deadline.
- Enabled the customer to progress to ESL app geolocation step.
- Allowed customers to use the app to find products in real time.
- Strengthened client relationship; RGIS is now seen as a solution provider beyond inventory.
- Project highlighted for its team collaboration and execution precision.