

Accelerate Retail Transformation While Delivering an Enhanced Supplier Experience

OVERVIEW

National Retailer wanted to rapidly establish a foothold in a trending product category without derailing their current organizational structure

A national retailer wanted to evolve their product mix in a growing category, but lacked the operations, process, and technology to support the desired change. Their incumbent partner also lacked this expertise. They were concerned that their inability to evolve fast enough to adapt to market conditions and provide products and services their customer base wants/needs, while providing a consistent customer experience, would result in a reduction in their customer base and impact sales in existing departments.

ACTIONS

MarketSource designed and deployed a store within store solution that included a fully developed retail operations infrastructure that drives performance and mitigates risk based on a proven customer engagement model of training and advocacy. MarketSource transitioned, evaluated and trained 3,500 incumbent employees into a customized holistic sales model within 90 days which included navigating and maintaining the relationships between other vendor partners and the retailer. Through our employee focused performance management process the team was upgraded within the first six weeks.



RESULTS

Our client experienced a 30% increase in the category sell-through in the first six months. The program recently celebrated it's third year with expansion to 5000+ employees across 1600 locations. In addition the retailer has now expanded our partnership into other consultative sale products throughout the store and this has helped them establish and own a billion dollar strategic mobile category. MarketSource continues to improve sales, deliver higher average sales and items per transaction in every category we support, while consistently delivering higher customer satisfaction rates.