

SmartSense for Grocery

Ensuring Food Safety and Quality with Automated Temperature Monitoring

Schnucks implemented automated monitoring to proactively identify temperature excursions, redirecting 8 hours per day towards improving the customer experience.



A regional grocery store with a priority on fresh food and the customer experience, Schnucks is leading innovation in the industry by leveraging IoT across all 120 of their stores.

The Challenge

Schnucks, a grocery store chain located primarily in the St. Louis metro area, is known for their exceptional customer service and wide selection of fresh foods. Upholding this reputation requires careful controls around food safety tasks while maintaining outstanding customer relations. As innovators in the grocery space, Schnucks is continually looking for ways to integrate technology that not only improves their food safety strategy, but also helps employees spend more time with their customers.

Schnucks partnered with SmartSense, a leading IoT company, to implement two key capabilities:

- Improve their food safety and ensure quality for their wide selection of fresh food
- Automate manual tasks to allow for more focus on customer service



The Solution

Uphold 'Fresh' by Improving Safety and Quality

Schnucks prides itself on maintaining high quality standards for the food they serve to their customers. To maintain these 'Fresh' standards, they must ensure that product is held at temperature at all times. If food temperature enters the danger zone, there is risk of foodborne illness. This risk of disease, in addition to managing food quality, caused Schnucks to pitch product when an excursion was detected. In order to avoid unnecessary waste, store managers must be notified immediately to resolve the issue in time to ensure safety and quality of their perishables.

By implementing IoT throughout their stores, Schnucks enables real-time monitoring of their cases, coolers, and bunkers. Mobile alerts allow store managers to act immediately to resolve identified issues. If managers are unsure of the amount of time product was out of range, they can view temperature history to determine if they need to discard the affected food. Schnucks can now verify that product stayed in a safe temperature range, in addition to providing a better food experience.

Maintain Great Customer Experiences

Before SmartSense, Schnucks employees from each department had to perform regular temperature checks every few hours. Additionally, these temperature checks were an easy task to skip, whether or not store employees did so intentionally. Despite the importance of these time-consuming temperature checks, they took time away from their one-to-one customer interactions. Customer safety is a top priority for Schnucks, but they are always looking for ways to increase the time that employees spend directly with their customers.

SmartSense has completely eliminated the need for manual temperature recording, and has improved their ability to provide fresh, but more importantly, safe product to customers. With every fridge and freezer monitored in real-time, store employees have more time to focus on making sure customers are satisfied.

The Results

Now that Schnucks has a digital solution to maintain freshness and provide an exceptional customer experience across all 120 of their locations, store managers have access to temperature monitoring solutions not previously available:

- Guaranteed safety and quality of their perishables
- More time to spend helping individual customers

Thanks to SmartSense, Schnucks has peace of mind knowing that their perishables are being monitored 24 hours a day, 365 days a year. Their food safety and quality standards are being maintained, all while providing a better customer experience.

"By implementing IoT throughout the store, your accuracy for temperature monitoring goes through the roof. You know that regular temp checks are being completed without having to worry about detracting teammates from taking care of customers."

*Dave Steck,
VP IT Infrastructure and Application Development,
Schnucks Incorporated*



Watch the video at:
smartsense.co/schnucks

Schnucks is confident in their temperature monitoring strategy knowing they have trusted a leading IoT provider. With over 30 years of experience, SmartSense by Digi provides operational excellence to customers who value safety, quality, and a great customer experience, all top priorities at Schnucks.



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