



## **CASE STUDY**

# **RI partners with Weetabix to improve availability**



**Providing superior retail data analytics and customer service levels with Compass by RI.**

Leading UK food brand Weetabix is working in partnership with RI, the retail data expert, to improve stock availability and sales performance across its network of UK retail partners.

**Weetabix wanted to increase sales by getting better analysis of its data delivered at speed to its sales team. Having identified the need to do this, Weetabix selected Compass from RI to replace its previous analytics platform.**

Compass is configured to lead with the insights, making it easier for smarter decisions to be made faster.

By analysing store sales data and historic sales trends, Compass keeps Weetabix head office and field sales teams fully informed of what is selling well, and whether anything is underperforming. Information is distributed rapidly and in easy-to-digest formats, so that appropriate action can be taken, fast.

The transition to Compass was phased to ensure Weetabix gained value derived from Compass at speed. Across an implementation period of around one month, RI and Weetabix worked in partnership to train the field sales teams and put processes in place to effectively deploy insights quickly across the UK.

*"RI have been very flexible, making sure the tool was able to fit in with the way we work, and the account management has been outstanding too," said Lorna Phelan, Weetabix Head of Customer Execution. "They really made sure we were up to speed with the tool."*

As well as delivering insight into availability gaps, Compass also enables accurate assessment of in-store promotions, allowing field sales agents to identify any stores that need additional support.

*"Our focus is always on the customer. Spending time with them and understanding their sales processes and requirements are the first step for us in getting our customers the results they want through the best possible sales we can help them generate."*

*"Quite simply, with Compass the data doesn't lie, and the sales teams love being able to see what the data tells them about what's going on at a store-level. They can use that data to re-run successful promotions and make improvements where needed."*

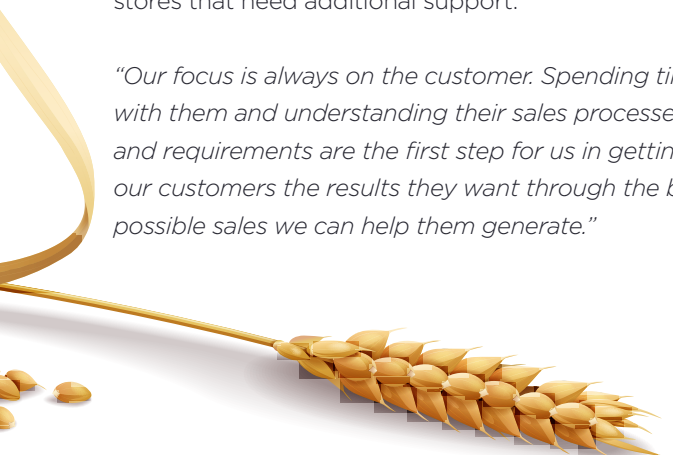
*"For example, in one sales region you might have one store that's delivered a 100% uplift against a particular promotion but another that hasn't performed as well. The data really helps support those conversations about making improvements and can be used to make changes to promotional execution, based on evidence of what has worked elsewhere."*

Compass has enabled field sales agents to plan their store visits in advance, or on the day, to target the stores with the biggest opportunities. When they arrive, they already know precisely which SKUs to focus on and can immediately make positive changes.

For Weetabix that means those field sales team members always know how each of their stores are performing and can investigate any challenges in order to help improve sales performance.

The potential value of the new partnership is already being felt. The ultimate aim for Weetabix is to continually improve availability – which already stands at around the industry average but means there is still incremental sales value for Weetabix and its customers to pursue.

Citing outstanding customer service and an intuitive, user-friendly tool, Lorna Phelan said: *"RI over-invested up-front with us, meaning we were up-to-speed as early in the process as possible, this gave us the ability to start to benefit from the insights RI generated for us from day one of implementation."*



**About RI**

RI is the retail data specialist, helping some of the leading global retail names extract additional value from their customer data, store network, and supply chain. We do this by combining best-in-class mathematical problem solving, machine learning, and retail sector expertise – gained at the coalface over many decades – to solve retailers' problems now and in the future.

**For more info please visit <https://ri-team.com/>**

**Media contact:****Gerry Ryan**

Head of Global Sales, RI

+44 (0)203 021 1890