

\$2M Opportunity Gap Closed: How This FMCG Brand Optimized Store Level Sales with Wiser

USE CASE: IN-STORE EXECUTION

About

This FMCG brand switched to Wiser from a competitor to adopt a more data-driven approach to retail execution. The scope of work encompassed field workflow, data integration (including sales, authorization, and promotions), and custom reporting.

Challenges

The brand faced major challenges in making store-level data actionable. Without unified visibility or integrated datasets, it was difficult to analyze individual store data or consolidate it into broader insights, limiting their ability to address performance issues, optimize inventory, and tailor strategies effectively. The brand needed a platform for both detailed store analysis and an overarching view across locations.

Prioritizing efforts around high-void and out-of-stock stores was also difficult, despite the potential for substantial sales boosts in these locations. Lacking a framework to identify and focus on high-impact stores, resources were misallocated, missing valuable growth opportunities.

Additionally, the brand struggled with limited visibility into critical data, as authorizations and promotions were communicated through spreadsheets. This outdated method hindered real-time access in the field, causing missed promotional opportunities.

Benefits



Improved In-Store Compliance and Performance

Real-time visibility into field activities allowed the team to ensure store visits, merchandising efforts, and selling activities were executed consistently and efficiently across all locations.



Enhanced Decision-Making with Integrated Data

Consolidating sales, inventory, and promotional data helped the customer identify gaps and opportunities, enabling fact-based, strategic conversations with retail partners.



Streamlined Operations with Automated Reporting

Automated insights reduced manual reporting time, empowering the team to respond quickly to market trends and performance metrics, driving faster decision-making and better alignment with sales goals.

Results

\$2M

Additional Sales

\$2M opportunity gap closed in a year from prioritizing & fixing voids.

41%

Increase in Case Sales

41% jump in new case sales placed over the last quarter.

71.9%

More Facings

71.9% increase in new facings placed in the first year.

