



Hear What Our Customers Have to Say ...

Customer Service: The KhiMetrics Advantage

Summary

For clients investing in KhiMetrics' retail revenue management software solution, technology is only part of the equation. From baseline analysis to testing to full rollout, KhiMetrics provides a collaborative process, working with the client to fully understand their business model and competitive environment prior to implementing the application. Customer testimonials support the fact that this partnership approach ensures excellent service, a seamless transition and timely results.

Client Profile

Safeway plc, based in Hayes, Middlesex, is one of the leading grocery retailers in the UK, with annual sales of \$14 billion, more than 92,000 employees and nearly 480 stores nationwide. Safeway carries approximately 40,000 products in the stores at any given time. At full capacity, 120 buyers and 40 buyer's assistants will use KhiMetrics' Workbench. In addition, commercial managers, commercial directors and pricing team members will use the solution to evaluate and monitor the performance of the optimized pricing to ensure strategic objectives are met.

Situation

Implementing retail revenue management at Safeway plc required a joint effort to validate traditional product relationships and adapt existing data to the new systems. Also, in Safeway's quest for growth, they required KhiMetrics' analytic support in their move to a new and more aggressive promotions program. And finally, by virtue of its UK location, the Safeway plc implementation presented logistical challenges, including time zones.

To support the transition from old to new processes, the KhiMetrics implementation team working in the UK included up to three employees at any given time. They worked in collaboration with the five-person Safeway pricing team throughout the specific steps of the process, including: interface of two databases, cleansing of the integrated database, elasticity modeling, user training and business process integration.

In the U.S., KhiMetrics offered a dedicated team to interact with the Safeway implementation team, providing a wide range of support to address any business process or IT concerns and questions. The team included a dedicated IT contact, analyst, executive sponsor and account manager, while additional resources were provided as needed.

Safeway plc Testimony

The results of the integration process testify to the strength of the KhiMetrics model, both the human side as well as technology. The following are selected quotes from **Matthew Jipps, Price Development Manager of Safeway plc** and one of the lead contacts for the project.

Seamless transition

"Perhaps the most striking comment I can make is that the implementation didn't cause pricing problems at the store level. We didn't get any questions about 'What's going on?' The process was transparent to the stores."

RRM: Changing from tactical to strategic mindset

"The way that KhiMetrics approached the process and their understanding of the product made their application a strategic, high-level tool rather than merely a tactical one. It was comforting that it confirmed what I already knew in theory—basic economics implemented at an advanced degree—when the numbers worked in retail practice. As a company, we're fast-moving and nimble, but this teaches us to move more methodically in certain aspects of pricing."

"Having to put all of the prices into the system at once was a bit of a challenge, but we are the better for it. Now, the data from the disparate sources are in one location, and we can do an analysis in an instant. Going forward, the tool will help us make better decisions and free up our pricing managers' time to selectively concentrate on the most important prices."

Confidence built ... and fulfilled

"We reviewed numerous other packages and products, but you didn't get the impression they knew their products as well as KhiMetrics knew theirs. KhiMetrics talked about the processes and changes that would be required, as well as making us aware of the potential pitfalls. Ultimately, it came down to our confidence in what we were hearing."

"The KhiMetrics implementation team was quick to get things moving. They were also friendly, responsive and thorough. In particular, they did a good job of translating the high-tech into plain English and presenting it in a way everyone could understand. Despite the time lag, the physical remoteness and the large scope of the process, the timelines were met [to our satisfaction]."