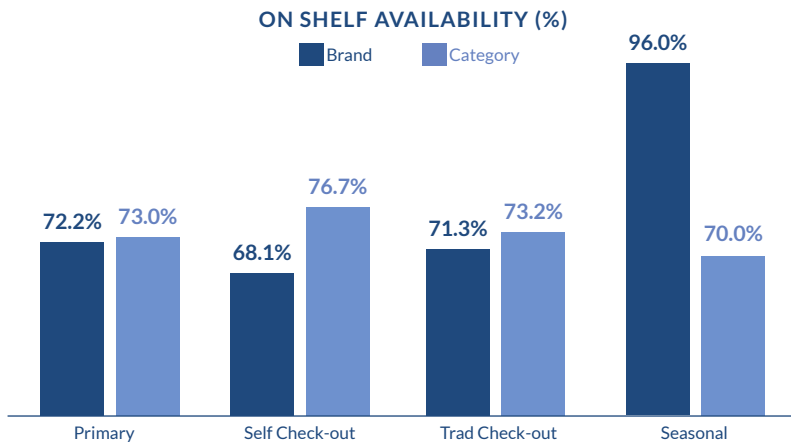**Pensa**

Driving candy revenue and profits through self checkout operational excellence

SITUATION With falling shopper traffic during COVID-19 and skyrocketing digital adoption over the past decade, retailers and brands have started to question the importance of physical store locations. But a complete online experience does not provide two key retail functions that walking through your local store can: an advantage to ultra convenience as well as personal touch and feel. A confectionery brand and a strategic grocery retail partner knew focusing on the shelf and ensuring best-in-class on shelf availability (OSA), with Pensa's help, was going to create defensible value and trust among shoppers. It was currently unclear if there was a current OSA issue since inventory levels did not throw up precipitous declines.

ON SHELF AVAILABILITY (%)

Brand | Category

	Primary	Self Check-out	Trad Check-out	Seasonal
Brand	72.2%	68.1%	71.3%	96.0%
Category	73.0%	76.7%	73.2%	70.0%

ON SHELF AVAILABILITY (%) FRONT END SELF CHECKOUT

Brand | Afternoon | Evening

| Date	Value
1/10	63.0%
1/11	71.0%
1/12	64.0%
1/13	64.8%
1/17	57.4%
1/18	57.4%
1/19	73.6%
1/20	68.3%
1/24	71.7%
1/26	45.8%
1/27	60.4%
2/1	50.4%
2/2	55.4%
2/3	64.4%

KEY INSIGHTS

OSA levels were significantly lower in self checkout versus assumptions.

Self checkout had much higher OSA (%) volatility over traditional locations, perhaps due to higher foot traffic in this area.

After monitoring OSA across different days and times, it became clear an increase in replenishment of more than once per day was imperative for self checkout.
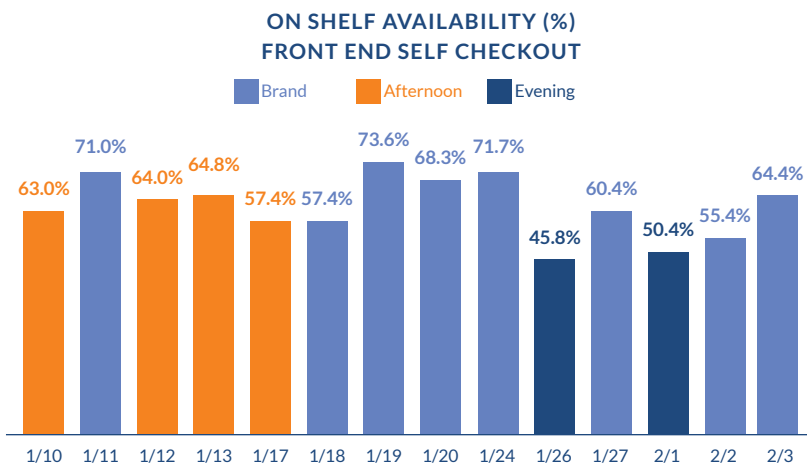
KEY ACTION Strong alignment on these insights between buyer and brand team drove retail senior leadership to execute a new process for replenishment of check lane to multiple times per day increasing revenue and profitability.