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RFID in Retail 2022 Virtual Event

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We compete every day!
Give our staff the best possibility to service our customers EVERY day!
Cost of stock inaccuracy?

1 SKU inaccuracy one day

CUSTOMER
Best case scenario
Cost of stock inaccuracy?
About the customer

Inventory accuracy 99,5%

Supply chain developer

2015
Pre RFID
Manual inventory once a year!

Result: 99,5%
Events affecting our inventory accuracy each day! (avg 30 000 pcs in a store)
Events affecting our inventory accuracy each day! (avg 30,000 pcs in a store)
Missing items + Overstocked items = Financial accuracy!
Result: 99.5%
Inventory accuracy 99,5%

Supply chain developer

2015
Pre RFID
2015
Pre RFID
Inventory accuracy
70%
Supply chain developer
Game on!
Pilot setup DC

Everything shipped to the 2 pilot stores was RFID tagged at our DC
Pilot setup store

- WIFI
- 3 handheld RFID readers
- Shielding between sales floor and back stock
Result of pilot

65% Before

97% After
Result of pilot
Deployment

Strategy
• Train the trainer method
• 6 stores each week
• Expert user from the stores gave support when needed
• Dedicated central support team monitored progress for each store
• Follow up meeting each week with time for questions
• Extensive training documents
Findings

Process and cultural change for the organisation

The rest of the organisation was not able to catch up with new demands
Real time replenishment list
Competitors carrying the same brands

Competitor store with the same shoe

Competitor store with the same shoe
Buy online pick-up in store
Product is owned by the customer and should be excluded when taking inventory
Tags, tags, tags…
THANK YOU