Samkaup Mobilizes Its Modernized Shopper Loyalty Program With Pricemoov

samkaup

Industry: Grocery Retail
Founded: 1998

"

With Pricemoov, we are innovating together to realize one of our most important strategic initiatives. The platform enables our loyalty program and personalization efforts, focused on optimizing prices for shoppers.

Gísli Tryggvi Gíslason,
Product Manager, Samkaup

READ STORY

CHALLENGE
As a grocery retailer operating several brands including Nettó, Samkaup was hampered by its siloed, manual pricing process

SOLUTION
Price Optimization
Having incorporated its pricing strategy into Pricemoov, Samkaup is phasing in price optimization. It currently uses the platform to automate pricing for 70 product categories.

RESULT
Pricemoov is computing over 100,000 price recommendations daily, and automatically updates prices in minutes instead of the 48 hours previously taken.

- Not enough capacity to optimize prices for its full product assortment limited it to only 500-600 daily price changes.

- In an ultra-competitive market, its reliance on Excel made it difficult to track real-time competitor price movements.

- Lack of transparency in price setting led to hesitation to follow pricing guidelines.

A centralized hub is being developed with Pricemoov to process product and pricing data ingested by multiple systems.

It will now move into the next phase to optimize prices for its B2B business.

In the final phase, it will shut down its 20 Excel engines and take full advantage of Pricemoov to manage 20,000 SKUs and 80,000 prices across its four brands.

With Pricemoov, Samkaup eliminates the problems associated with manual pricing. It can now analyze supplier costs in real time.

Pricing transparency enables other Samkaup employees to easily view pricing data in Pricemoov, boosting competitiveness. This also reduces the risk of one person being solely in charge of pricing.

Pricemoov