

### **BUILD A STRATEGIC PARTNERSHIP WITH YOUR RETAILER CUSTOMERS THROUGH CUSTOMER-CENTRIC MERCHANDISING**

#### **BENEFITS**

##### **CUSTOMER CENTRICITY**

- Increased customer satisfaction through customer-centric assortments
- Sales increases up to 18%
- Margin improvements up to 5%

##### **INVENTORY OPTIMIZATION**

- Product availability increases of up to 8%
- Reduced inventory value by up to 15%
- Reduction in wastage up to 20%

##### **IMPROVED IN-STORE EXECUTION**

- Improved planogram compliance up to 95%+
- Reduced operational costs up to 10%
- Reduced category space up to 10%

In the drive to improve the customer shopping experience, both retailers and manufacturers bring critical expertise to the table. Retailers offer customer understanding, efficient supply chain operations and an everyday knowledge of the retail space, its constraints and the limits of its operation. Manufacturers bring in-depth customer insight, broad market knowledge and crucial category know-how.

Galleria's Customer-Centric Merchandising™ (CCM) solutions have been adopted by some of the world's leading retailers. Increasingly, leading retailers are collaborating with their vendor partners to pool their knowledge and experience to help improve their mutual performance.

If you are a vendor partner to one or all of these leading retailers, you need to understand how they're using Galleria's Customer-Centric Merchandising to make category level assortment and space decisions that impact your bottom line as a vendor partner.

#### **WHAT DOES GALLERIA CUSTOMER-CENTRIC MERCHANDISING DO FOR MY RETAILER CUSTOMERS AND WHY SHOULD I BE INTERESTED?**

Galleria is a market leading provider of automated customer centric merchandizing solutions to retailers. A pioneer in retail assortment and space planning, Galleria was the first to launch a solution able to synchronize product assortment and space planning, which automatically produces up to thousands of specific merchandise plans, or planograms in just seconds.

Galleria has deployed or is in the deployment process with a large number of leading retailers in the US and Globally. The plans generated out of Galleria have provided a large scale positive impact for the retailer.

These retailers look at their supplier partners to assist them in category assortment and space management planning process.

As a vendor partner to these leading retailers, it is worth your effort to understand how Galleria is being used to make category level assortment and space decisions that do and will impact your bottom line as a vendor to these retailers.

If you haven't already been asked by one or more of your retailer customers to assist with assortment and space planning for a category where Galleria CCM is being used, you may be shortly. How can you assure that you are ready to provide this assistance?

#### **WHY WOULD MY RETAILER CUSTOMERS BE PUSHING FOR CUSTOMER-CENTRIC MERCHANDISING?**

Galleria Customer-Centric Merchandising provides needed benefits to your retailer customers:

- Increase movement at full retail value while lowering carrying costs and decreasing out-of-stocks and excess inventory, so that they can enhance their overall profitability.
- Streamline the space management process, so that they can increase their space productivity and optimize their return on investment.
- Identify the most effective product assortments that are tailored to consumers at a particular store or cluster of stores.
- Generate customer-centric planograms using direct feeds from existing manual space plans, granular performance data, localized assortment recommendations and merchandising guidelines.
- Achieve planograms with optimal inventory and meet space to sales objectives.
- Leverage the full potential of Space Managers.

#### **HOW DOES MY ROLE OR PARTNERSHIP CHANGE IN AN AUTOMATED AND OPTIMIZED PLANOGRAM ENVIRONMENT?**

In your role as vendor partner you contribute greatly to the success of your customer's merchandising strategy, consumer shopping experience, and revenue.



## customer-centric merchandising™ training – vendor FAQ

GALLERIA CUSTOMER-CENTRIC  
MERCHANDISING ALLOWS YOU  
TO WORK SMARTER, NOT  
HARDER BY TURNING YOUR  
DATA INTO ACTION

Learning to maximize the potential of Galleria's Customer-Centric Merchandising will arm you with the tools needed to eliminate the guesswork involved in determining the most effective products for shelf space to best meet consumer demands and increase profits while greatly reducing the impact of out-of-stocks.

### WHERE AND HOW CAN I ADD VALUE FOR MY RETAIL CUSTOMERS?

Galleria Customer-Centric Merchandising allows you to work smarter, not harder by turning your data into action.

Spend less time manually creating “one size fits all” planograms and more time using your space and category management skills to:

- Analyze potential growth of retail sales.
- Determine opportunity gaps to increase customer loyalty.
- Decrease per store inventories and manage days of supply targets.
- Greatly reduce out-of-stock with store specific inventory models.
- Reduce stocking, shipping and labor costs.

### HOW CAN I BECOME MORE FAMILIAR WITH GALLERIA CUSTOMER CENTRIC MERCHANDISING?

Galleria offers several types of training on Customer-Centric Merchandising for vendor partners:

#### **Introduction to Customer-Centric Merchandising**

– A 1 day session targeted for executives and senior managers that wish to become familiar with the concepts and benefits of Customer-Centric Merchandising applied to assortment and space management.

**Galleria Customer-Centric Merchandising Solution Foundation Certification** – A 5 day training course targeted to provide the participant with the necessary basic skills to use Galleria Customer-Centric Merchandising to produce production level assortment and space plans in a retailer environment.

**Galleria Customer-Centric Merchandising Solution Advanced Certification** – A 5 day training course targeted to provide the participant with more advanced skills in the use of Galleria Customer-Centric Merchandising to produce production level assortment and space plans in a retailer environment.

**Galleria Point Assistance for Specific Supplier Needs** – The scope and timeline needs to be agreed with the vendor partner. This custom training activity tends to be focused on matching the training to a specific retailer defined business process.

### WHO DO I CONTACT TO FIND OUT MORE INFORMATION ON GALLERIA CCM VENDOR PARTNER TRAINING?

For information on training content and schedule dates please contact [training@galleria-rts.com](mailto:training@galleria-rts.com).

Additionally, your retailer partners may have already suggested or required training for vendor partners on Galleria Customer-Centric Merchandising. Galleria would be happy to provide detail information on the suggested or required training associated with a specific retailer.