

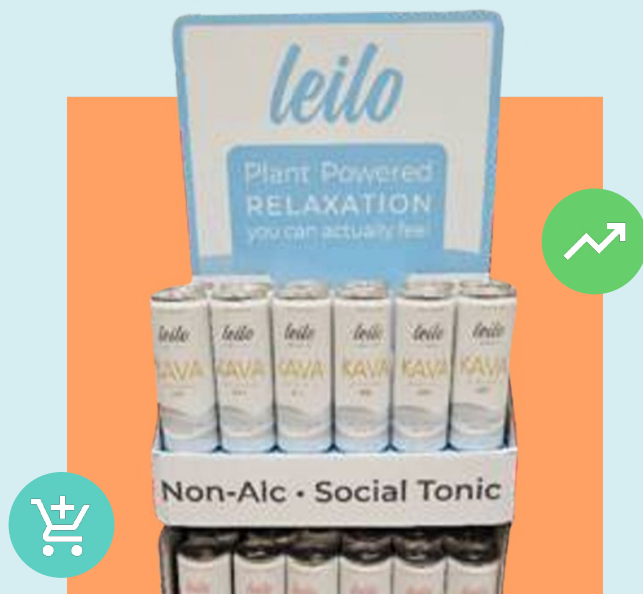
CASE STUDY

Driving Visibility: How Leilo Leveraged RDSolutions for Flawless Display Setup at Sprouts



Overview

Leilo, a brand in the CPG industry introducing the market's first ready-to-drink kava beverage, sought a reliable partner to ensure their in-store displays were properly set up and stocked at Sprouts locations across the region. Leilo turned to RDSolutions for assistance. Over a five-week timeline, the goal was clear—ensure 49 Sprouts locations received their displays, set them up on the sales floor, and resolve any stock availability issues to drive sales.



The Solution

RDSolutions was tasked with managing the setup and stocking of the displays across the 49 Sprouts locations. The solution involved key deliverables, including:

- Store check-ins and photos:** RDSolutions' team of Retail Associates (RAs) checked in with store personnel to verify the receipt of display boxes. They documented the status by taking photos of the shipped display boxes and the designated display sites before and after assembly.
- Display setup:** The RAs ensured that the displays were properly assembled and placed in the correct location on the sales floor, ensuring visibility and accessibility for customers.

The Results

The collaboration between Leilo and RDSolutions not only exceeded expectations but also highlighted the efficiency and responsiveness of the team in overcoming challenges and ensuring success for the brand.



Proactive issue resolution:

During the initial visits, 18% of the selected Sprouts locations reported either missing displays or products. One location specifically cited high product demand as the reason for the missing stock. RDSolutions acted swiftly to address these issues by coordinating with store personnel and taking immediate steps to resolve the discrepancies.

Through their quick and efficient action, plus a commitment to excellence, RDSolutions helped Leilo achieve a successful display set up and maintain a high level of customer satisfaction.



Efficient revisits:

Six revisits were planned to address the reported issues, and 50% of these locations had received the product or display shipment by the time of the return visit, resolving initial concerns promptly and effectively.



Conclusion

Partnering with RDSolutions allowed Leilo to efficiently manage display setups across multiple locations. RDSolutions' quick response to missing displays ensured that products were easily accessible to consumers, maintaining a positive shopping experience. The insights from this collaboration will help Leilo refine future strategies, ensuring continued success in their retail partnerships.

Contact the team at RDSolutions to
start achieving Total Brand Excellence

Contact us