QL2 Collaborates With Flooring Retailer*

BACKGROUND

One-hundred percent of a flooring retailer's* inventory is a private label brand. Because of this, they encounter many challenges in arming their team to understand matches where UPC and brand overlap aren't available. They need to not only understand private label, but also need this understanding on a regional basis for pricing decisions.

QL2 data receives company-wide visibility from CEO to category managers

GOALS

- Arm category managers with competitive intelligence to make pricing decisions.

- Ensure that matches are made using technology with weighted attributes.

- Assess product assortment.

*We have omitted the name of the Flooring Retailer for privacy and contractual reasons.

Opti Price - Smart Match

DATA. DECISION. PROFIT.

APPROACH

QL2's Smart Attribute matching provides the customer with real-time, actionable data for price monitoring. This is accomplished by matching technology which looks at many factors beyond the basic information such as UPC and Product Name. QL2's product assortment capabilities provides the customer with the ability to assess different assortment strategies. The data goes into a direct integration with a 3rd party price management tool.

RESULTS

20% increase in productivity for category managers.
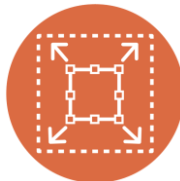
Decisions made to expand sales into additional marketplaces..

41% ROI in time saving.

Opti Price - Smart Match