

Introducing Lean Retail Assessments:

Ready to See Your Retail Chain's
Hidden Growth Opportunities?

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1. Introduction

Do you want to turn your retail business into a lean, data-driven, customer-centric operation that sets you up for profit? Well, this is where you start.

Introducing the **Lean Retail Assessment**.

In a nutshell, a **Lean Retail Assessment** evaluates where you are today and shows you what's possible tomorrow. By leveraging your retail chain's unique strengths and opportunities, you can take your business to the next level.

Have you ever wondered...?

“What do I need to really grow my retail chain?”

“Is my business truly optimized?”

“How can I turn my retail chain around? Avoid bankruptcy?”

“What if my tech stack wasn't holding me back?”

“How do I finally stay ahead of the competition?”

Lean Retail Assessments answer these questions and more. How? By taking a retail chain's historical data and modeling infinite scenarios for value creation.

Essentially, you'll find out exactly what to expect from a unified, efficient operation. And most importantly, how your business can get there.



2. Why Lean Retail?

Before we dig into **Lean Retail Assessments**, you should know a bit about Lean Retail.

Lean Retail⁶ is the data-driven method of running a retail chain centered around adding customer value — sometimes by removing activities that don't provide value and often by shifting resources toward higher-value activities. Lean Retail improves the flow of information and products to deliver customer value. In turn, Lean Retail software (like the FieldStack unified commerce platform) transforms retail chains into customer-centric, data-driven operations that optimize efficiency and improve the customer experience.

So, we took this method a step further with our Lean Retail Analytics Engine – the real-time data and advanced analytics that flow throughout our platform. This engine can ingest massive amounts of historical and real-time data to simulate a unified view of a retail chain.

With our AI-powered Lean Retail Analytics Engine, we're offering retailers the chance to see how Lean Retail can transform their operations. And the blueprint to make it happen.



Who is FieldStack?

At FieldStack, we take the complexity out of technology so retailers can achieve omnichannel excellence, create great customer experiences, and profitably grow their businesses.

Our unified commerce platform combines the core systems necessary to enable omnichannel excellence and run a thriving retail chain: POS & Store Operations, eCommerce, Inventory & Supply Chain, and Loyalty & CRM. This cloud-based, connected platform replaces the cobbled tech stacks that hold retailers back from maximizing their operational efficiency and profit potential.

Why Lean Retail?

Lean Retail is the data-driven method of running a retail chain centered around adding customer value — sometimes by removing activities that do not provide value, and often by shifting resources toward higher-value activities. **Lean Retail** improves the flow of information and products to deliver customer value. In turn, **Lean Retail** software enables retailers to transform their chains into customer-centric, data-driven operations to optimize efficiency and improve the customer experience.

What is the Lean Retail Analytics Engine?

Our **Lean Retail Analytics Engine** powers our adaptable, cloud-based platform. The engine refers to the real-time data and advanced analytics that flow throughout the core retail systems within. These analytics allow for real-time actionable insights and game-changing automation. Additionally, this engine is capable of ingesting massive amounts of historical and real-time data to simulate a unified view of a retail chain.

3. How it Works in 4 Steps

The retail industry moves fast. You need to make the decisions that inform your business quickly. And the decisions you make today have a big impact on the bottom line down the road.

That's why you need actionable insights ASAP. Not months from now. We get the results of the **Lean Retail Assessments** to you fast, so you can get the insights you need to make critical decisions while they're still relevant.

Expect a timeline of just 4 weeks from start to finish when you start your **Lean Retail Assessment**. Here's the step-by-step process:

Step 1. Gather Historical Data

First, we gather historical data under a mutual non-disclosure agreement. The higher the volume and quality of the information available, the better! But it's no problem if the information comes from disconnected systems. We'll use everything from customer information and transactions, loyalty programs and CRM, inventory, merchandising, orders, vendors, supply chain, and more.

Step 2. Analyze the Data Sets with AI

Next, artificial intelligence goes to work. The AI-powered Lean Retail Analytics Engine ingests the data sets to uncover retail strengths, weaknesses, and opportunities for value creation that can be leveraged throughout the chain.

This analysis tends to uncover significant opportunities in the following areas:

- Customer Experience and Loyalty
- Labor Efficiency and Optimization
- Inventory Optimization
- Operational Efficiencies
- Pricing and Promotions
- Resale Profitability

We'll cover what you can expect from these opportunities in the next section.

Step 3. Join an Envisioning Session

Once the data is analyzed, we'll host a facilitated working session with you. This is where we present our findings and the top opportunities identified for your retail chain. In this collaborative session, we combine your unique knowledge of your business with our retail expertise and the new findings from the analysis. This session reveals potential value creation opportunities through a lens of what's possible in a lean, unified operation.

Step 4. Deliver the Final Report

Following our Envisioning Session, we deliver your report that summarizes the outcome of our engagement. It includes the top opportunities for value creation as prioritized in the working session, additional findings related to other areas of analysis, and proposed next steps.

4. Top 6 Key Areas for Opportunity

Every retail chain has unique opportunities for growth. Together, we'll discover yours.

Our proprietary AI-powered Lean Retail Analytics Engine calculates the data sets from a retail chain to reveal untapped value and areas for opportunity. By comparing your chain's historical performance against a unified Lean Retail model, we identify immediate and ongoing improvement opportunities.

Though every chain is different, our analysis tends to reveal opportunities in 6 key areas.

1. Customer Experience & Loyalty

Customer loyalty programs are sadly underestimated. And without a solid one place, you're leaving money on the table.

Positive customer experiences lead to strong brand loyalty and repeat purchases. In fact, 57% of consumers⁷ spend more on the brands they feel loyal to, and top-performing loyalty programs boost revenue up to 25% annually².

That's why customer loyalty programs are so often an untapped area for value creation. But more than that, unified technology connects your customer and product data in a way that lets you deliver a seamless, omnichannel, and customer-focused experience.

2. Labor Efficiency & Optimization

Your team is the heart of your brand. So, when we say you should optimize your labor, we don't mean cutting your workforce.

We're talking about making the most of your people and, in doing so, positively impacting job satisfaction and retention.

According to a recent study, 56% of retailers¹ say the tight labor market is their top challenge. Rising wages, high turnover, and filling open positions are causing headaches for retailers everywhere. It's hard to create a work environment worth staying in when your employees are wasting time on manual activities and battling inefficient technology. And a poor associate experience translates to a bad customer experience.

With a **Lean Retail Assessment**, we look at ways to optimize your workflows and automate labor-intensive tasks. You'll be able to empower your team to focus on higher-value, customer-facing tasks that lead to omnichannel excellence and happy shoppers instead of high turnover and burnout.



3. Inventory Optimization

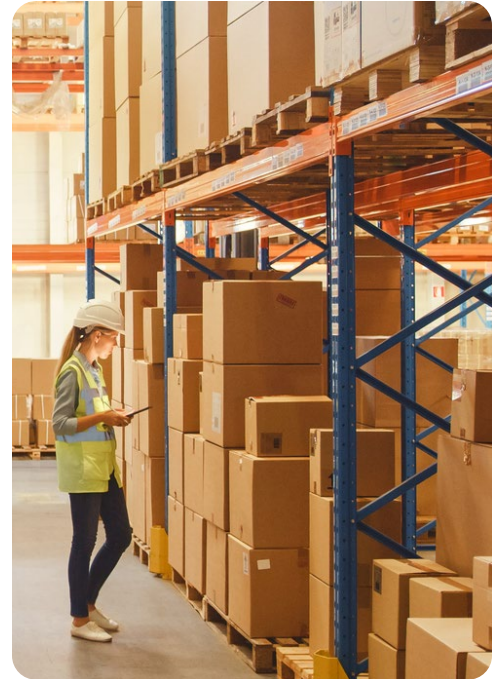
Got inventory? Then you've got room for improvement.

Retail chains without unified tech often lose money to critical inventory issues—even profitable ones. And for any operation facing bankruptcy, reducing surplus inventory is the natural first step to turning the chain around. But the real key to inventory optimization goes well beyond inventory reduction.

With the AI-powered forecasting capabilities of our Lean Retail Analytics Engine, we dig up opportunities for reducing carrying costs, overstocks, out-of-stocks, and other inventory inefficiencies that negatively impact the bottom line.

Here are the top 3 inventory optimization areas that can be improved through unified data and AI-powered analytics:

- Demand forecasting: Determining optimal stock targets through an analysis of customer behaviors, inventory patterns, and seasonal trends.
- Assortment planning: Determining the right mix of products to meet customer needs and maximize revenue.
- SKU rationalization: Determining the optimal number of unique SKUs to carry per location.



Get ready to automate stocking the right product in the right place and at the right time. Our **Lean Retail Assessment** uncovers these inventory optimization opportunities and more.

4. Operational Efficiencies

It's the little things that add up. Manual tasks, poor inventory management, pricing errors, distribution challenges, and more create a snowball effect in any retail operation. Siloed tech and disparate data sources are often the culprits.

Running a lean operation and connecting systems through unified technology is the fastest and most cost-effective way to eliminate operational waste. In doing so, the chain will operate more efficiently and enhance the customer experience.

What does this look like in action? Here's an example:

After implementing FieldStack, one client used our unified commerce software to accelerate their growth from 32 to nearly 200 stores⁴ in a highly competitive industry. They were able to gain a holistic overview of transactions and inventories across their entire operation. Real-time actionable data immediately flowed through their systems without the burden of manual intervention or disconnected sources. Armed with new insight, they used operational efficiencies and automation to free up their workforce. Their team can now focus on what matters most — the customer.

5. Pricing & Promotions

Stocking the right items is just one piece of the equation.

Each SKU must also be priced to maximize margins and sales volume at base and promo prices. Unfortunately, guesswork and instinct won't cut it.

Instead, a unified pricing and promotions strategy gets the right offer in front of customers, influencing shopping behavior across channels and ultimately leading to a purchase. Pulling from vast data sets, unified tech analyzes optimal pricing for each SKU, channel, and promotion. Effective pricing decisions result in stronger financials, maximum promotional impact, and a better customer experience overall.

6. Resale Profitability

Does high-margin inventory that walks itself into your store sound too good to be true? Then you probably haven't tried resale.

Also known as recommerce⁵, resale is a rising trend that only continues to grow. It offers retailers an opportunity for exceptionally strong margins and the chance to deepen connections with their customer base. And shoppers love it.

Resale offers customer savings, unique finds, variety, and sustainability. In fact, 84% of consumers³ say sustainability is important when making purchasing decisions. However, the same study revealed that 50% may not pay a premium for sustainable products during inflation. Used goods hit a sweet spot.

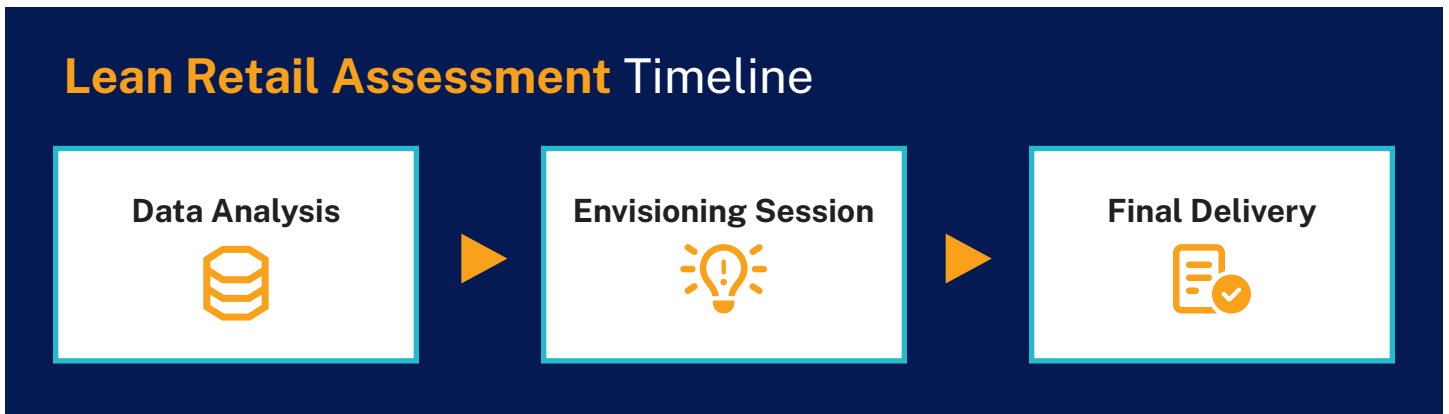
Unfortunately, most retailers approach resale as a standalone channel and miss out on the full profit potential of a unified resale strategy. **Lean Retail Assessments** reveal the hidden value of resale.



5. The Lean Retail Assessment Timeline*

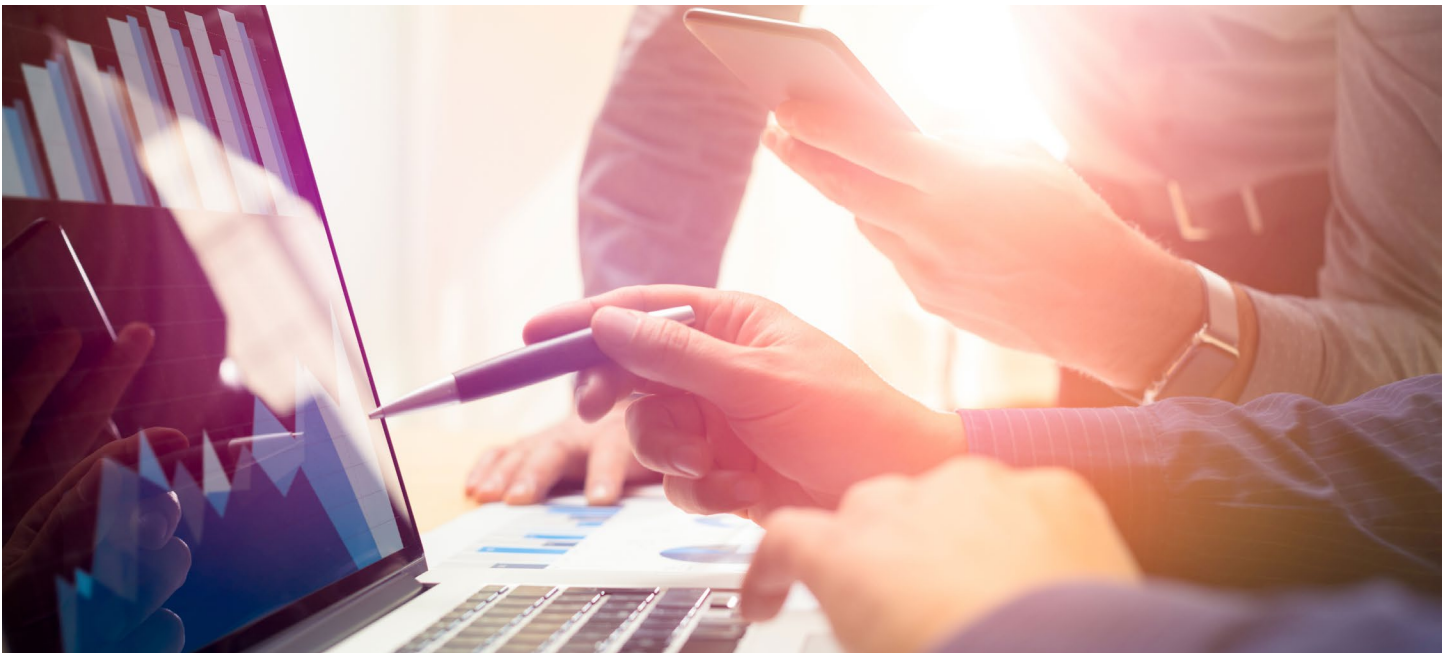
- **2 weeks** for data analysis (following receipt of historical data provided by client)
- **3 hours** in a collaborative Envisioning Session with presentation of findings
- **2 weeks** for additional analysis and delivery of final report

* The typical timeline for a **Lean Retail Assessment** is 30 days from start to finish. However, the timeline can be accelerated as needed.



No Commitment to Proceed with FieldStack

Following the assessment, we will deliver a proposal with the final report to help you execute on the identified opportunities. You are under no obligation to proceed with FieldStack following this engagement.



6. About FieldStack

At FieldStack, we take the complexity out of technology so retailers can achieve omnichannel excellence, create great customer experiences, and profitably grow their businesses.

Our unified commerce platform combines the core systems necessary to run a thriving retail chain — POS & Store Operations, eCommerce, Inventory & Supply Chain, and Loyalty & CRM. Data flows through each system for real-time actionable insights and game-changing automation. This cloud-based, connected platform replaces the cobbled tech stacks that hold retailers back from maximizing their operational efficiency and profit potential.

Through strategic partnerships and collaboration, we help retail chains use advanced analytics and AI-powered insights to transform into lean, customer-centric, data-driven operations.

Ready to discover untapped opportunities and maximize the profit potential of your retail chain? [Schedule your free consultation today!](#)



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