

Merchandising Case Study

Liberty Hardware - Field Marketing

Overview:

With such a SKU dense fixture, and tactile display mechanic, presentation of Liberty Hardware's range of cabinet & door handles is essential to enable the customer to recognise and select the required product. Liberty approached our merchandising division, to provide regular service visits to ensure standards and stock levels were maintained.

Client Benefits:

By managing the storage & distribution of displays, we ensure our merchandisers have the tools and stock to recover the fixture completely with each visit. Our teams also manage the customer returns, returning saleable items to the fixture, and saving Liberty money in unnecessary credits.

Key Learnings:

Once a thorough initial visit was completed, further visits became more productive as the fixture standards were maintained, and the relationship with stores grew stronger.

Why RRS?:

Our capability to store and call off displays removed this logistical headache from the client. In addition, our weekly reporting and customer returns management, means the service has delivered a sales increase as well as a reduction in operating costs.

"We have seen a marked improvement in the presentation standards of the display, and the intergration of the customer returns element has dramatically reduced our returns." Liberty Hardware



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