Yieldigo
Retail Pricing Made Simple

NIQ

BILLA

Billa can now automate up to 90% of their non-promotional pricing processes

About Billa
- **Country:** Czech Republic
- **Industry:** Grocery Store
- **Sales Channels:** 254 Stores
- **Pricing Zones:** 1
- **Active SKUs:** 15k+
- **Yieldigo Modules Used:** Regular Pricing Module, Promo Dashboards

Risks and Challenges

1

LACK OF VISIBILITY

Previous pricing decisions were made with insufficient knowledge of the impact on sales volume, margin, revenue, profit, and competition price indexes.

2

INCONSISTENT PRICING

They were struggling to maintain consistent and up-to-date pricing—consumers may perceive the prices as being inconsistent and unappealing.

3

NO SINGLE DATA SOURCE

Due to operational complexity and sales strategy improvements, the absence of a single data source has led to difficulties in data coordination.

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Implementation & Onboarding

- **Supported by the NIQ and Yieldigo Delivery team**, Billa's dedicated Pricing Department worked closely with **NIQ** in order to:
  1. **Establish a step-by-step business strategy** within their setup, driven by NIQ data.
  2. **Facilitate non-promotional pricing and price control** routines.
  3. **Provide product training** both onsite and offsite.
- The **implementation process revealed instances of data gaps and errors** that required Billa's Pricing Department to exercise caution and quickly address issues.

Solution

- **Improved strategic oversight** empowers Billa's pricing professionals to skillfully manage their turnover and margin, fostering the development of more effective pricing strategies.
- **NIQ market data insights** such as the Key Value Items (KVI) report enable decision making regarding assortment categorization and pricing approach implementation.
- Billa is now equipped with what-if simulations to test different price strategies so that their pricing team can **consistently apply the right approach**. This machine-learning capability automatically analyzes historical sales data to evaluate potential impact on future revenues, margins, volumes, and price indexes.

Results

- By utilizing modules such as rules and strategy settings, what-if scenarios, families, reports, exports, and a machine-learning price optimization engine, **Billa can now automate up to 90% of their pricing processes**.
- By having all their data coming via NIQ to the pricing platform operated by Yieldigo, **Billa's market price indexes are under control, pricing strategies are built considering multiple competitors and NIQ measured Most Common Price points.**
- The insights gained from NIQ pricing analytics, along with the ability to price different baskets in various ways, **have allowed Billa to make their KVIs and own brand products more competitive** within their specific retail market.
- The improved strategic oversight delivered by Yieldigo **means pricing decisions are made with sufficient knowledge of their impact on sales volumes, margins, revenues, profits, and competition price indexes**.

Conclusion

Billa's work with Yieldigo software, facilitated by NIQ team and market data-based insights, led to various key result that have positively impacted their pricing and overall business strategy. Improved strategic oversight, access to easy-to-use machine learning technology, visibility into key impact areas, the ability to maintain up-to-date pricing, automation of pricing processes, higher KVIs competitiveness, and the acquisition of reliable figures from a single data source all have led to a **consistent and stress-free approach to price management**.

> *"Yieldigo together with NIQ deliver all the product complexity large retail chains need to truly be in control of their pricing, all while maintaining ease of use for our team. Automation of pricing process following our pricing strategy using market insights combined with must-have features like what-if simulations are all conveniently located on one platform, allowing us to test various approaches and make informed pricing strategy decisions."*

Matus Uhliarik
CCO
Billa CZ

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