

Yieldigo



“We completely removed the risk of manual errors, all while automating up to 90% of our pricing process.”

Kosik.cz can now price multiple cities with one price management tool.

About Kosik.cz

- **Country:** Czechia
- **Industry:** Online Supermarket
- **Sales Channels:** E-shop
- **Pricing Zones:** 2
- **Active SKUs:** 16,000
- **Yieldigo Modules in Use:** Everyday price management

Risks and Challenges



Margin leakage

Regular prices and markdowns are done manually, leading to frequent human error that inevitably results in margin loss.



Poor visibility of impact

Daily decisions about prices made with little knowledge of impacts into sales volumes, margins, revenues, profits and competition price indexes.



Pricing strategy not defined

In need of a quick price strategy set up and execution in less than a month from when their parent company expands into new regions.



Solution

- In order to remedy their margin leakage, poor visibility of impact on key metrics, and not having a defined pricing strategy, Kosik.cz proceeded to:
- **Equip pricing managers with the Markdown module** of an ultra-fresh assortment, reflecting the expiration dates of single SKUs.
- **Reduce the risk of manual errors by increasing automation** of the pricing process. **Users can automate up to 90% of their pricing** with the following modules: rules and strategies setting, what-if simulations, product families, reports, exports, and the machine-learning price optimization engine.
- **Higher competitiveness on KVs achieved via the ability to price different items baskets differently.** Competition price indexes are checked daily and used to adjust prices.
- **Further increased automation was enabled by running what-if simulations of different price strategies so they can always apply the right one.** This machine-learning capability automatically analyzes historical sales data to evaluate possible impacts on future revenues, margins, volumes, and price indexes.



Results

- The pricing process of the whole assortment is now under control, **empowering the company to react daily to market and competition dynamics** and internal goals.
- **Prices with errors displayed to customers were cut by 95%**, thereby improving overall price perception.
- They gained an **A-Z overview and 100% control over the pricing process** of the whole assortment with one source of truth.
- Pricing managers can **flexibly manage the level of pricing automation across the calendar year with a few clicks**. They can now combine user-based pricing rules with machine-learning price optimization to **secure target margins**.
- **The organization can react to changes in the supply chain market and competitors in less than 24 hours**.
- Board members are **set for wise pricing decisions thanks to what-if simulation of impacts** on revenue, margins, volumes, and price indexes.



Together with Yieldigo, we've obtained the ability to manage highly complex tasks. We value the intuitive user interface, which we got used to in only 1 month. In case we need any immediate help or support from Yieldigo, there is always very helpful service available on-demand. I see the software as a great fit for our daily pricing operations.



Josef Hovorak

Head of Pricing & Category Management,
Košík.cz

