

Yieldigo

frisco.pl

“Managing prices across 6 regions is a piece of cake thanks to Yieldigo.”

Category Managers are in control of 6 different price zones with one pricing software, amidst new competitors entering the Polish grocery market.

About Frisco.pl

- **Country:** Poland
- **Industry:** Online Supermarket
- **Sales Channels:** E-shop
- **Pricing Zones:** 6
- **Active SKUs:** 15,000
- **Yieldigo Modules in Use:** Everyday price management

Risks and Challenges



Difficulties in Day-to-Day Price Management

In the past, Frisco lacked a product to help address pricing. Now the company has grown to almost 100 MM EUR turnover and 15.000 SKUs, so an effective price management solution became a must.



Consumers Perceive Prices as Inconsistent

The Frisco team struggled to keep prices consistent and up to date across different regions for certain segments of customers, relative to the local market prices. Prices were not always seen as attractive by consumers.



Poor Day-to-Day Visibility of Prices

Their poor day-to-day visibility into brand and producer prices (regular and promotional), and limited effectiveness in long-term price and margin management on the brand and producer level was a big setback.



Implementation & Onboarding

Only **2 months of software implementation** before Frisco was able to go live with actionable price figures.

Frisco management initiated the start of their true pricing competency by defining **one key person responsible for pricing, who cooperated closely with an onboarding consultant from the Yieldigo team on:**

1. Step-by-step business strategy setup.
2. Enablement of daily pricing and control routines.
3. Training for other users within their team.



Solution

Armed with Yieldigo's effective price management solution, **Frisco aimed to resolve price inconsistencies and improve customer price perception, while also remedying their poor day-to-day visibility** into brand and producer prices.

They needed a quick-to-implement and easy-to-use software for **setting prices in a proactive way**, genuinely reflecting their business decisions. Thanks to **what-if simulations** of different potential pricing strategies, Frisco people know upfront what prices support the business direction given by the board.

Category Managers **successfully manage 100 product families**. When a supplier changes the price of one product, Yieldigo enables them to change all the products in the family accordingly.



Results

- **An appropriate response** to the supply chain and competitors could be taken in **less than 24 hours**.
- **Obtained A-Z control and visibility** over the pricing process of the whole assortment with "one source of pricing truth".
- Frisco's team members are now certain that **prices will not exceed safe price ranges**, and that there are no other possible price combinations that better support their strategy and goals.
- **Risk of manual errors eliminated by workflows and automation** of the pricing process with a few clicks. A sufficient level of automation was achieved.

- Users are **allowed to combine manual pricing rules with machine-learning price optimization to secure target margins** at a specific operational level by region.
- Frisco's pricing professionals are now **enabled to run what-if simulations of different price strategies across 6 serviced regions**. They can now apply the right approach consistently, then inform board members about possible impacts of different pricing strategies on future revenues, margins, volumes, and price indexes.
- Users are **enabled to automate up to 90% of pricing operations** with the following modules: Rules and strategies setting, what-if, product families, reports, exports, and machine-learning price optimization engine.



Conclusion

After an extremely smooth, speedy, and effective implementation process, Frisco's leadership finally obtained the much-desired ability to centralize pricing competency and regain A-Z control of their prices. Their new pricing approach is sustainable and scalable in the long-term. Frisco's retail organization is now equipped with every pricing competency needed to successfully compete in the steadily growing competition of the Polish grocery market, both online and brick-and-mortar. Their market price index is now also under control, opening a wealth of opportunities for growth and success in their market.



Managing prices across 6 regions is a piece of cake thanks to Yieldigo. The software has empowered our teams to keep our price indexes on the expected level, all while having our other KPIs under control.



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