

Protecting revenue with proactive out-of-stock management using data

How Théa tracked and increased Availability in a short period of time using eRetail Content to prevent significant sales loss in key retailer partners



Challenge

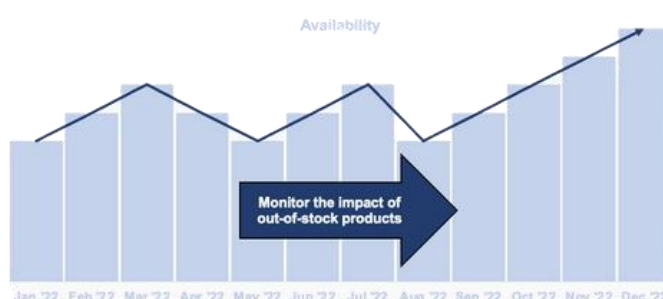
The Irish ePharmacy sector accounts for more than **5%** of global trade and has shown impressive growth over the past **2** years.

Théa Ireland faced increased demand for its product line from multiple retailer partners. They needed to take action proactively as the risk of going out-of-stock was becoming more apparent.

Sales loss from out-of-stocks (OOOs) can take up to two weeks to recover and can have further effects on the company's reputation.

Théa needed a way to **consistently measure Availability** across multiple retailer partners to prevent going OOO.

Use historical Availability data to forecast your future demand and prevent OOOs.



Best practices to reduce out-of-stock risks

- Use historical Availability data to forecast your demand and avoid bottlenecks in your supply chain.
- Track Availability trends and avoid promoting products that will soon be out-of-stock.
- Consistently monitor Availability vs Sales Value to understand the Availability impact on each retailer.

Solution

Théa used **eRetail Content**, a **Digital Shelf analytics platform** that helps brands maximise their eCommerce potential.

eRetail Content offers weekly data updates on Product Positioning that allowed **Théa** to identify the retailers with the most out-of-stock products quickly.

Additionally, through the platform, **Théa** knew **exactly which of its products are OOO** in every retailer partner, so their sales teams make adjustments accordingly.

Convert Group's Customer Success team also contributed by offering monthly reporting that indicated key focus areas for the Théa teams.

Results

In just a month, **Théa** managed to increase its overall **Availability** rate by **+3pp** compared to the previous month.

The company achieved complete absorption of the declining rates in **Availability** in the **Eye Hygiene** category and even came positive by **+6pp**.

In a key retailer partner, Théa also managed to completely eliminate **OOOs** and reach **100%** stock **Availability** within the same time period. It increased its availability rate by **+12pp**.



+3pp

Overall Availability Rate



+6pp

Eye Hygiene Availability



+12pp

Eye Hygiene Availability

*Results comparison period is from July 2022 to August 2022