

Client Challenge

A \$6.7B+ multi-channel retailer of pet products and services with more than 1,300 stores in North America recognized the need to improve the sophistication of their regular retail pricing processes to drive better business results. The client had selected a new price optimization solution to replace their aging software suite and enable the desired capabilities, including capturing the margin benefits of zone-based pricing

The new solution would help the retailer greatly enhance their regular price optimization processes. However, the client did not have the internal bandwidth or skills required to successfully implement the solution and capabilities. Furthermore, the client needed help identifying and minimizing potential negative customer perception impacts resulting from the pricing changes.

Parker Avery Solution

The Parker Avery Group provided retail pricing expertise and led discovery activities, business process design, and change management/training activities to ensure the successful implementation and adoption of the new price optimization solution.

Specific accomplishments included:

- Facilitated technical and discovery sessions to review data and system infrastructure and to identify required transformations and gaps
- Led retail pricing business process design, including future state processes, roles & responsibilities, and timing for domestic, international, and e-commerce divisions
- Managed system configuration workshops to determine all required configuration decisions and document them for future review
- Coordinated change management and training activities including strategy development, enterprise communications, training material design and documentation, as well as delivery of end-user training
- Developed user acceptance testing (UAT) plans and oversaw system testing
- Supported the client through solution roll-out
- Provided guidance to manage potential customer impacts

RESULTS



NEW PRICE
OPTIMIZATION
SOLUTION
IMPLEMENTED



ANNUAL
MARGIN
IMPROVED *



PROJECT
RETURN ON
INVESTMENT *

**Expected*

The new price optimization solution was ready for deployment one month ahead of the initial project timeline. After full implementation of the software and integration of new business processes are complete, the client expects to achieve a margin increase of \$22M a year, translating to project ROI of more than 600%.