Yieldigo

Bringmeister.de

“We can now automate up to 90% of our pricing processes with manual errors displayed to customers reduced by 92%.”

Bringmeister services 2 different regions in Germany, all while considering 3 major competitors within their local market.

About Bringmeister

- **Country:** Germany
- **Industry:** Online Supermarket
- **Sales Channels:** E-shop
- **Pricing Zones:** 2
- **Active SKUs:** 20,000
- **Yieldigo Modules in Use:** Everyday price management

Risks and Challenges

1

Poor Price Perception

With one single and rigid price list applied to all of Germany, customers in all 4 regions are unsure of service quality and price mismatch leading to damaged sales margins and bad price perception.

2

Evident Margin Leakage

Prices are set by dozens of different category managers, all with different levels of experience. Margin leaks are occurring every day as a result of error-prone manual processes.

3

Lack of Competitiveness

Bringmeister was 4 months away from being cut from their ex-parent company EDEKA pricing systems. This could have led to losing the ability to price against competitors, primarily on KVIs.

Implementation & Onboarding

- Yieldigo's Delivery Team helped Bringmeister implement their software in 4 separate batches.
- All 3 batches implemented contained several categories, with approximately 20% of assortment per each one.
- Bringmeister brought forth a challenging set of needs throughout this fruitful and very amicable implementation process, with the purpose to achieve the following objectives:
  a. Stop notable margin leakage caused by manual errors.
  b. Ameliorate the current poor customer price perception they had.
  c. Secure competitiveness on KVIs.

Solution

- The risk of manual errors was solved by increasing **automation** of pricing processes. Users can now **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.
- Increased automation enabled their pricing managers to address poor price perception across 2 serviced regions with flexibility of 2 different price lists. Users are now enabled to run **what-if simulations** of different price strategies across regions 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.
- They have achieved higher competitiveness on KVIs through the ability to **price a variety of item baskets differently**. Competition price indexes are checked daily and used to adjust prices separately for KVIs, mid-basket, as well as long-tail items. Users are enabled to prioritize different competitors across different regions.

Results

- Bringmeister achieved A-Z overview and **100% control over the pricing process** of the whole assortment with one source of pricing truth. New regions can be rolled out in 2-3 weeks in the same working environment with no need to compromise on quality or margins amongst an increased number of regions. This new **pricing approach is now sustainable in the long term**.

- The superuser can **flexibly manage** the level of pricing automation across the calendar year in just a few clicks. Users are now enabled to combine user-based pricing rules with machine-learning price optimization to **secure target margins at specific operational levels** by region or department.
- Bringmeister are now **able to react to the supply chain market and their local competitors in less than 24 hours**.
- They are **empowered to make informed daily and board-level pricing decisions thanks to what-if simulation impact projections** on revenues, margins, volumes, and price indexes.
- Prices with **manual errors displayed to the customers cut by 92%**.
- Their **current pricing approach is independent of EDEKA's pricing systems**.

Conclusion

Bringmeister's leadership effectively regained control of their prices with Yieldigo. They were able to get away from their dependence on EDEKA's pricing systems and establish themselves within their market with one source of pricing truth. Reducing manual work by 90% through automated processes allowed their team to remove human error in pricing by 92%. The consistency in prices they have established has significantly improved customer price perception, all of which has led to a significant retention of margins they were previously losing.

> **"We can always count on the Yieldigo team to take care of critical factors that are crucial for our business. Their responses are always fast and precise."**

Philipp Pruefer
Pricing Manager,
Bringmeister GmbH

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