



“Our Pricing team now successfully manages 1,500 product families in one module within Yieldigo.”

One pricing manager is now able to oversee the entire pricing process, all while eliminating errors and reducing manual tasks via intelligent pricing automation.

About Lisek

- **Country:** Poland
- **Industry:** Online Grocery (Quick-Commerce)
- **Active SKUs:** 4,000
- **Yieldigo Modules in Use:** Everyday Pricing

Risks and Challenges



Complex Manual Pricing

The commercial team relied on manual processes and Excel calculations to manage pricing. This **manual approach was time-consuming and prone to human error**, making it difficult to maintain consistent and competitive pricing.



Lack of Pricing Insights

Without calculating price elasticities, Lisek **risked making uninformed pricing decisions that could lead to significant loss of revenue and negative margins**. Lack of insights into price elasticities was also weakening their competitive position.



Flawed Pricing Strategy

Lisek faced the risk of ineffective pricing decisions due to the **absence of a competent price management software**, which hindered their ability to establish a clear and competitive pricing strategy that truly helps them achieve the results they need.



Implementation & Onboarding

- Yieldigo's Delivery Team worked with Lisek to integrate their pricing strategy into Yieldigo's software. This involved **data cleaning, set up of reference prices, and automating regular repricing**.
- The onboarding process experienced many challenges in data handover. Yieldigo's onboarding team had to readjust the schedule and allocate resources in preparation for implementing the software. Despite these obstacles, **Yieldigo helped Lisek go live in just 14 weeks**.
- Lisek's Management Team initiated the pricing competency by defining two key people responsible for pricing, who cooperated closely with an onboarding consultant from the Yieldigo team on:
 - a. Step-by-step business strategy setup
 - b. Enablement of daily pricing and control routines
 - c. User training for business-critical needs and further learning opportunities



Solution

- Yieldigo software enabled Lisek to **automate the calculation of price elasticities and create scenario-based forecasts**. This allowed the team to evaluate multiple pricing strategies and choose the one that best aligned with their goals for sales growth, margin optimization, and market position.
- By integrating competitor price data, Lisek **can now continuously monitor market conditions and keep its pricing adjusted to their competitors**. This functionality ensures that they **maintain the desired market position without compromising their pricing strategy**. The ability to rapidly respond to competitor pricing shifts helps them stay competitive, while safeguarding their margins.
- Yieldigo's automation capabilities significantly **reduced the manual labor involved in maintaining prices, allowing the pricing manager to focus on strategic decision-making rather than routine tasks**.
- Lisek's **Pricing Managers successfully manage 1,500 product families in one module** within Yieldigo. This means that when a supplier changes the price of one product, they can adjust the price of all products in the family accordingly.
- Lisek's **Pricing Managers are now absolutely certain that prices will not exceed safe price ranges, since they have visibility into price prediction**.
- They are **no longer afraid of manual errors thanks to having set up workflows and automation within the pricing process**. They are empowered to automate pricing operations with the following specific functionalities: **rules-based pricing strategy settings, what-if simulations, product families, reports, exports, and access to a powerful machine-learning price optimization engine**.



Results

- By automating the pricing process, **Lisek reduced manual errors by 30%, ensuring more accurate and consistent pricing.**
- **Automation has saved the pricing manager up to 5 hours per week**, which can now be dedicated to strategic activities such as scenario analysis and promo planning.
- Lisek **can now easily calculate and incorporate price elasticities into their pricing strategy.** The team can simulate different scenarios with varying sales and margin forecasts, allowing for data-driven decision-making.
- The **automated system enables Lisek to quickly adjust prices based on competitor data and market trends**, maintaining a competitive position in the market.
- With the alerting system in place, the **pricing team is notified of any unusual figures and scenarios**, allowing them to address issues promptly and maintain pricing stability.
- **Pricing Managers can flexibly oversee pricing automation in just a few clicks.** Users are enabled to combine manual pricing rules with machine-learning price optimization to secure target margins at specific operational levels, countries, and channels.
- **Board members now get informed upfront from Pricing Managers about the potential impacts of different pricing strategies and approaches** thanks to the **ML what-if simulations.** The calculated impacts they have set up are revenues, margins, volumes, and price indexes.



Conclusion

Yieldigo's advanced pricing solution has transformed Lisek's pricing operations, enabling the quick-commerce leader to automate and optimize their pricing strategy. **With streamlined processes and powerful scenario planning tools, Lisek can now make informed decisions that enhance profitability and market competitiveness.** The implementation of Yieldigo has allowed Lisek to move from manual, labor-intensive pricing processes to a dynamic, data-driven approach that supports strategic growth.



Yieldigo is a user-friendly software that has helped us build a unified pricing strategy across multiple categories.

Oskar Jabłoński

Category Manager
Lisek

