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The pricing team is now able to work more effectively and with fewer errors than before, yielding better overall pricing results.

About Healthspan

- **Country:** UK
- **Industry:** Vitamins and Supplements E-shop
- **Active SKUs:** 350
- **Yieldigo Modules in Use:** Everyday Pricing

Risks and Challenges



Manual Inputs

Manual data entry led to significant error due to the large volume of SKUs. Errors in price calculation not only affected profitability, but also complicated efforts to correct issues promptly, underscoring the need for automation.



System Integration

Healthspan experienced an inability to integrate between their internal systems. This disconnect created inefficiencies, as data was not easily shared or updated across different tools. It led to difficulties in managing pricing effectively.



Multiple Channels

The pricing team struggled to efficiently manage prices across multiple sales channels. Maintaining consistent pricing required a system capable of handling variations and adapting prices based on each channel's needs.



Implementation & Onboarding

- **Yieldigo's Delivery Team worked with the Healthspan team** to complete the implementation for the UK market, including data integration, data cleaning, business setup, and user trainings.
- Healthspan's Management Team initiated the pricing competency by defining **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

- With their Yieldigo pricing solution, Healthspan became empowered to effectively manage and automate their pricing process.
- The **pricing team is no longer afraid of manual errors**, thanks to having set up workflows and automation within the pricing process. They are now able to automate pricing operations across channels with the following specific functionalities: **rules-based pricing strategy settings, manual prices, what-if simulations, families, reports, exports, and access to a powerful machine-learning price optimization engine.**
- Pricing managers can now **run ML/AI what-if simulations of different price strategies, allowing them to consistently apply the right approach.** This machine-learning capability automatically analyzes historical sales data to **evaluate the potential impact on future revenues, margins, volumes, and price indexes.**
- Product insights help pricing managers to **understand the assortment better considering elasticities, cannibalization, seasonalities, competition.**



Results

- **Increased Efficiency and Reduced Errors:** By automating their pricing processes, Healthspan **eliminated the risk of manual input errors.**
- **Obtained A-Z control and visibility over the pricing process** of the whole assortment via a single source of pricing truth, within Yieldigo.
- **Enabled to process all price changes automatically**, providing full transparency for the business. Their team regained control with their interactive dashboard in Yieldigo, helping to manager their pricing performance and analyze competitor data, making it easier for the team to make informed decisions.



Conclusion

Healthspan successfully transformed its pricing operations with their Yieldigo price management software, enabling the team to implement, adjust, and monitor prices with accuracy and speed. This new approach not only enhanced operational efficiency, but also positioned Healthspan as a competitive leader in the health and wellness supplement market.



"Yieldigo has a great user interface with visual indicators, icons, and charts that communicate information well. The team are proactive and helpful, and are willing to configure the application to suit different business processes. Implementation was easier as a result."



Simon Tidd

Project manager
Healthspan

