

Leading Grocery Retailer Case Study

The Challenge:

One of the Southwest's leading grocery chains needed a technology and analytics solution that would provide a deeper analysis of their customer data. They had already spent sizeable resources in time and money to collect consumer data from a number of sources. In fact, they had gigabytes of data in silos throughout the organization that was not being used to add value, provide consumer insight or predict behaviors.

The company knew if they utilized the information from mail intercepts and loyalty cards, they could better serve their customers, drive greater customer satisfaction, improve loyalty and increase profitability.

The Result:

ATi was engaged and in just 8 weeks provided actionable insights. The client received valuable business intelligence through ATi's solution, which included:

- Identifying new store locations with superior ROI potential.
- Predicting which customers would favorably respond to specific promotional offers.
- Gaining greater insight into consumer product preferences through demographic segmentation and marketing intelligence.

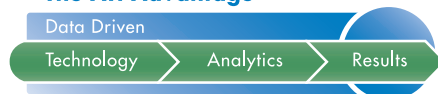
ATi improved the accurate classification accuracy of customers by more than 15%, enabling key managers to better predict consumer purchasing patterns. By turning data into Intelligent InformationSM the grocery chain experienced a reduction in out-of-stock merchandise, better ordering patterns for special promotions, and an added overall improvement in inventory management. The net result was a significant and positive impact on cash flow.

Client:

Leading Grocery Retailer

The Challenge:Understand Consumer
Purchasing Behaviors**The Result:**15% Improvement in
Consumer Predictability**The Solution:**ATi Analytics Predicts
Consumer Behavior

The ATi Advantage



Call us to learn how we can help improve results in customer satisfaction, inventory management and business profitability through data driven intelligence—it's the ATi Advantage.

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The Solution:

Adaptive Technologies, Inc. (ATi) is recognized as the leader in customized analytic solutions for dynamic business problems.

Our client, one of the Southwest USA's largest grocery store chains, asked ATi to help develop actionable information in conjunction with a CRM project. Our proprietary software and technology allowed us to interface with existing data sources and use complete and incomplete data repositories for real-time analysis. This enabled the client's CRM system to become fully functional and a tool of true predictive business intelligence.

ATi's unique proprietary process turns large volumes of client's internal and external databases into Intelligent InformationSM, helping business leaders and managers increase customer retention and improve profitability through accurate decision-making.

ATi's customized solutions help to clearly identify an organization's key drivers, and the factual characteristics and behaviors of their consumer base. Our solutions provide business leaders the ability to make better decisions and to operate more effectively. We build confidence by providing leading-edge technology and analytics to understand consumer trends and predict behaviors.

Adaptive Technologies, Inc., (ATi) helps business leaders make better decisions. We provide organizations with tailored business intelligence and advanced predictive analytics solutions turning cross-enterprise data into intelligent, actionable information. We empower leaders with Intelligent InformationSM that improves performance, reduces costs and optimizes relationships. ATi helps you **Decide. With Confidence.**

Call us to learn how we can help improve results in customer satisfaction, inventory management and business profitability through data driven intelligence!

"Until ATi came along, we struggled with how to best predict customer behavior. Because ATi used 100% of our data, we finally had reliable analyses and truly actionable information."

Project Leader

For confidentiality purposes, ATi can not disclose the identity of this client; however, this client agreed that we can share their great success, as it is used today as a true measure of increasing performance and provides a real competitive advantage.