



## Most Effective In Store Merchandising and Compliance

Another strong year for what has become one of the most sought after of the Field Marketing awards, the judges deliberated this one for several hours.

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### Highly Commended: *Service Innovation Group, Tesco Telecoms*

The challenge faced by Service Innovation Group was to further improve year on year in an ongoing cycle of store visits in a process that had begun in 2001. The case study showed how advanced real time reporting underpinned simplified calls for merchandisers with the following results.

- 15% of hours reallocated to new tasks to increase sales and overall ROI

- Calls between Monday and Friday increased by 7% year on year
- Real time reports accessed by Tesco Head Office teams from anywhere in the world
- 25% reduction of paper used by SERVICE INNOVATION GROUP UK
- 99.8% weekly call compliance average in 2007
- Assisting in 116 new stores/refits whilst maintaining standard call compliance

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#### Most effective in store merchandising and compliance

Entrants should show how their work has excelled in at least two of the following criteria: Sales uplift, effective compliance improvement and stock levels; brand presence; information feedback; direct ROI; data feedback; improvement within category; stores reached; effective product launch; relationship with the stores.

