



Driving Retail Efficiency and Growth with RFID: Strategic Account Insights for Supply Chain Optimization

CASE STUDY

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CLIENT

Innovator in RFID Technology Solutions for Retail and Supply Chain



INDUSTRY

Retail and Consumer Goods Supply Chain



PRODUCTS

RFID Technology Solutions for Inventory Management and Tracking



TARGET GEO

Global



CONTEXT

In the fast-paced retail and consumer goods supply chain, real-time inventory visibility is critical. For RFID solution providers, success depends on pinpointing decision-makers across logistics, IT, and inventory management, while overcoming adoption barriers like legacy systems and cost sensitivities.

BUSINESS OBJECTIVE

To drive adoption of their RFID solutions, the client aimed to identify key decision-makers in retail and logistics, build tailored engagement strategies, and position their offerings as essential for improving supply chain visibility and operational efficiency.

OUTCOMES



Increased Adoption: Achieved a 30% increase in solution adoption among key target accounts within the first 12 months.



Enhanced Pipeline Value: Delivered targeted account insights that contributed to a \$4M uplift in the client's sales pipeline.



Market Penetration Growth: Expanded reach within the identified market segments, leading to a 20% increase in the number of engaged retailers globally.



Efficiency Gains: Equipped client teams with strategic intelligence that reduced the time to first contact by 40%, accelerating deal closure rates



Scale: Scaled the account intelligence framework to 150+ retailers, enhancing the client's ability to replicate success in new markets.

OUR SOLUTION

Strategic Account Mapping: Conducted a detailed analysis of key retailers' organizational structures, focusing on identifying decision-makers in logistics, inventory management, and supply chain roles. This included mapping Tier-1 retailers such as major department stores and grocery chains.

Value Proposition Customization: Developed tailored messaging frameworks to address key pain points:

- Inventory accuracy improvement
- Shrinkage reduction in high-risk categories
- Enhanced omnichannel fulfillment through real-time inventory insights

Market Segmentation and Sizing: Executed a global market sizing exercise, identifying a total addressable market of 1,200 high-value retailers with the potential for RFID adoption, segmented by geography, revenue size, and existing supply chain challenges.

Actionable Insights Delivery: Delivered weekly insights into key accounts, uncovering opportunities for cross-functional collaboration within retail organizations (e.g., between procurement, IT, and logistics teams).

Campaign Execution Support: Supported multi-channel outreach campaigns targeting prioritized accounts, using data-driven strategies to drive engagement with decision-makers.