



DRIVEN BY IMPACT

# Digitizing Fresh Food & Deli

rapidFRESH CASE STUDY / DECEMBER 2020



Unlocking new growth opportunities  
for fresh food and deli sales with  
rapidFRESH



# Challenge

## ABOUT CLIENT

Our clients is one of the America's top supermarket chain. The retailer operates thousands of neighborhood and multi-department grocery stores across the nation with hundreds of millions of customers and hundred billion plus in revenue.

## BUSINESS CHALLENGE

At its thousands of stores, the retailer has multiple fresh food departments such as deli, meat shop, pizza shop, and salad bars - serving the prepared and raw food to their customers. While the retailer was enabling its customers to order groceries online, the fresh food was only available to order in store.

The fresh food was a growing revenue segment for the retailer. However, the lack of digital ordering, pick-up, and delivery services was limiting its penetration among the digital customers. Many online consumers wanted to order fresh meat, bread or prepared meals along with their groceries.

Between food customizations and the made-to-order nature of the fresh food, the retailer required a completely different digital ordering and fulfillment capabilities. And the existing grocery shopping apps did not fit the mold. It also had a daunting challenge of implementing the solution in all fresh food departments across its multiple brands and thousands of stores.

The retailer had tried to build such a solution with a third-party consulting firm, but it did not bear fruits and the time was running out.

## CLIENT

Leading U.S. retailer

**2000+**

Supermarket Stores

## INDUSTRY

Retail - Grocery

## SOLUTION

Digital Platform for  
Fresh Food Sales

# Solution

The retailer saw the rapidFRESH implementation generating millions in fresh food revenue at one of its recently acquired grocery chains and wanted to implement our solution across all of its brands and stores in a matter of months. We worked closely with the retailer's digital team to understand their customer needs and integration requirements, and devised a strategy to implement rapidFRESH across all stores.

**1. Enterprise Integrations** We integrated the retailer's existing security, payments, and loyalty systems with the rapidFRESH engine to create seamless and familiar customer experience. We deployed the platform inside the retailers Google Cloud Platform.

**2. Fresh Product Catalog** Each brand, store, and department offered many unique fresh food products, and customers can customize them at the time of order (e.g., toppings, dressings, weight, etc.). rapidFRESH enabled the store teams to create a highly configurable product catalog with product variants, customizable ingredients, and cross-sell products from its intuitive management interfaces.

**3. Mobile & Web Apps** We implemented the first customized mobile and web shopping platform for customers to start ordering fresh food and pick it up from a few hundred stores in less than 90 days. The customers were able to place an order online, get notified when its ready, and pick it up at the store. Later, we launched 13 branded apps for retailers' different brands and markets, on-boarded 2000+ stores - all managed through one centralized platform.

**4. Personalized Experiences** Once we collected enough data about customer behaviors and preferences, we implemented the distributed AI-powered recommendations engine to start suggesting new fresh foods and the sides on both mobile and web apps. We also implemented

multiple features such as smart promotions and one-click-ordering to drive customer acquisition and retention.

**5. Order Fulfilment** We implemented the rapidFRESH Kitchen Processing System (KPS) for each department at all stores. The KPS is an Android digital device that receives a real-time notification for new orders placed by the customers along with the customizations and pick-up times. The real-time alerts and SLA monitors on KPS ensures that the store staff prioritizes the orders and delivered them on time for the customers to pick-up at the stores or get delivered along with their groceries.

**6. Analytics & Insights** We enabled the store managers and executives to get insights into fresh food sales and customer behaviors. With the built-in reports, the store teams were able to get clarity on the highest selling items, out-of-stocks, delivery SLAs and customer satisfaction. To cater the ad-hoc requests, we enabled the customer reporting engine that allowed the store management teams to query the data and generate any insights they need.



# Impact

The new omnichannel fresh food platform enabled the retailer to digitize its fresh food departments at its thousands of of stores and is trending to generate about \$400 million in digital revenue.

The retailer saw a huge demand for fresh food ordering and delivery during pandemic, and the revenue is growing at triple digit percentage MoM.

Customers are now able to get their fresh food picked-up or delivered with their groceries which increased their brand loyalty and average order size.

With the raving customer reviews and massive ROI, now the retailer is working with us to integrate the fresh ordering into their core mobile and web platforms which will further boost its adoption.

The new ordering platform has become the strategic asset for the retailer, and we are working on many innovative ideas and cutting-edge technologies to optimize efficiencies, and drive customer growth.

**\$400<sub>MM</sub>**

Potential Revenue / Year

**2000+**

Store Deployments

**90**

Days - Time to Market

**13**

Markets Served

## **ABOUT RAPIDOPS**

Rapidops Inc. is one of the fastest-growing digital products and services companies in the USA. We partner with leading companies of all sizes and shapes to transform their businesses and industries with our advanced digital products, software, and services. Rapidops offers modern omnichannel shopping and customer experience solutions to leading retailers in the world. We impact millions of lives daily, solve tough problems, and empower business to thrive in the digital age.

To learn more about Rapidops, please visit [www.rapidops.com](http://www.rapidops.com) or contact us at [hello@rapidops.com](mailto:hello@rapidops.com).

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