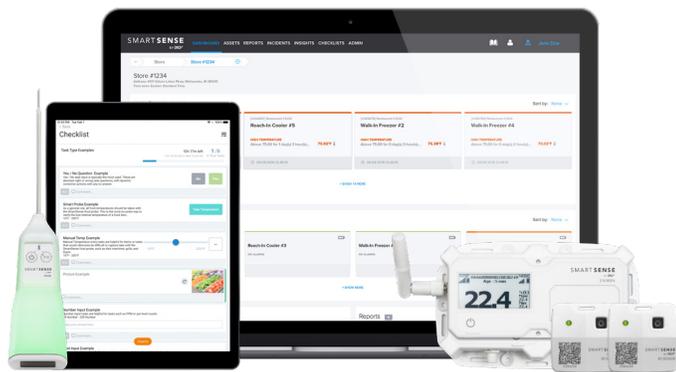


SmartSense for Grocery

Automated Temperature Monitoring and Task Management

Giant Eagle Adopts IoT Framework to Ensure Safety, Quality, and Customer Satisfaction



Giant Eagle, Inc., one of the nation's leading food retailers, implemented an IoT framework and digital task management solution across its 215 pharmacies, 175 grocery properties, and 92 convenience stores.

The Challenge

Giant Eagle is a family-owned business with an impressive history of success and expansion throughout western Pennsylvania, north central Ohio, northern West Virginia, Maryland, and Indiana. The chain is known for setting industry standards and developing an approach of continuous innovation. This commitment to innovation is necessary for ensuring food safety across all store locations. As leaders in the industry, Giant Eagle was exploring ways to reduce the need for their employees to manually check food temps in cases several times a day. These manual tasks took up to 3-4 hours a day of manual labor per store. At Giant Eagle's scale, that amount of labor spent on repetitive, manual work was a substantial cost. Additionally, the company's management knew that the manual checks being performed were prone to human error, adding unnecessary risk to the chain's operations.

The Solution

Giant Eagle partnered with SmartSense, a leading IoT company, to implement 24/7 monitoring and visibility of temp performance with rich, prescriptive workflows and descriptive insights. By placing wireless sensors at the point of product, Giant Eagle gained the capability to track temperatures continuously so employees could access the data from anywhere on any device. SmartSense guided the implementation process through a successful deployment with on-going support across Giant Eagle's 215 pharmacies, 175 grocery properties, and 92 convenience stores.

Being a modern, forward-looking company, Giant Eagle needed to be able to integrate the data the solution would provide with data from its other visibility software. SmartSense provided the capability to connect the sensors to Giant Eagle's greater IoT initiative with APIs and custom support from the SmartSense engineering and analytics teams.

SmartSense developed a plan with specialized support to completely implement the solution within 4 months from the initial shipment date, allowing Giant Eagle to start recognizing labor savings immediately at the beginning of their fiscal year.

The Results

SmartSense helped Giant Eagle eliminate hours per day of labor spent checking temperature in each store. Now that Giant Eagle is leveraging the power of IoT for continuous critical asset monitoring and descriptive insight generation, they can redirect the valuable labor hours of their employees to inventory control and service counters, improving the customer experience in their stores and increasing the lifetime value of their customers. In

2021, stock-outs caused CGP retailers to lose out on 7.4% of sales¹. With SmartSense, Giant Eagle was able to combat lost sales by shifting labor from temp checks to improving inventory control. According to a study by Forrester, 11% of shoppers will abandon their shopping trip to avoid a slow checkout experience²." Given this, redirecting labor to service counters has massive potential for improving in-store conversion rates. Once the SmartSense solution was implemented, Giant Eagle only needed two additional transactions a day per store to fund their IoT investment.

With SmartSense, Giant Eagle made their process for achieving food safety compliance much easier and redirected valuable labor hours to improve business results.

"We have been continually impressed with SmartSense's innovative and intelligent solutions, which have allowed us to strengthen our unwavering commitment to maintaining the highest levels of food safety for the communities we serve. Capturing detailed data insights and prescriptive analytics via SmartSense's advanced technologies will enhance our team members' ability to monitor product freshness in real time."

Vic Vercammen,
Vice President of Risk and Chief Compliance Officer,
Giant Eagle

Sources:

- 1: <https://www.foodmanufacturing.com/supply-chain/news/22043873/data-cgp-retailers-lost-out-on-74-in-sales-to-stockouts-in-2021>
- 2: <https://www.emarketer.com/chart/221393/what-actions-would-us-grocery-buyers-take-avoid-slow-checkout-experience-april-2018-of-respondents>

