

PRICING EXCELLENCE

What if 1% of your prices were wrong?



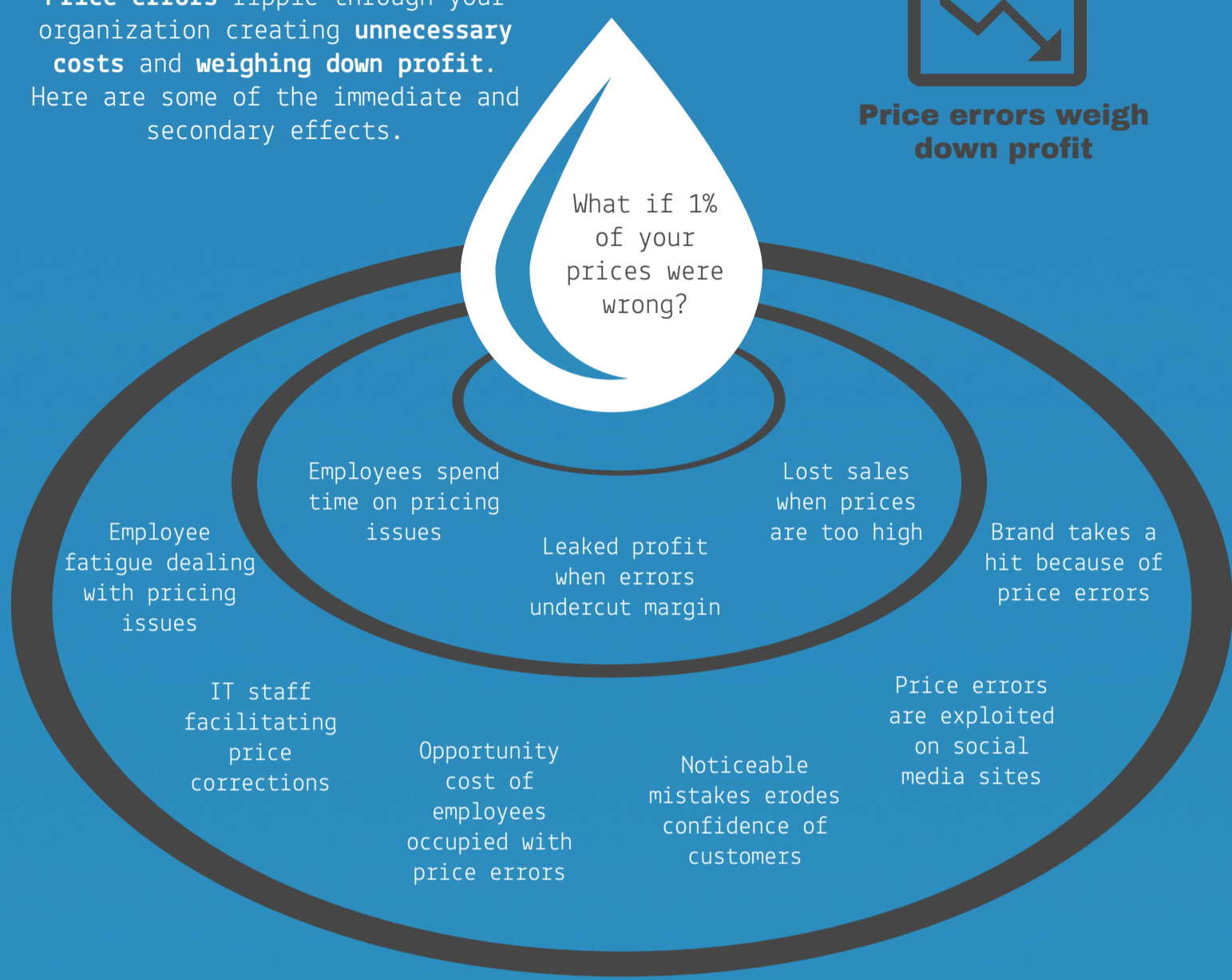
BlueYonder and DoubleBlaze, a BlueYonder implementation partner, explore how to achieve pricing excellence

Cascading Effect

Price errors ripple through your organization creating unnecessary costs and weighing down profit. Here are some of the immediate and secondary effects.



Price errors weigh down profit



What are the impacts of price errors?



Productivity Hit

Say it takes an employee **7 hours per occurrence** to address pricing errors and they happen once per month. You have 10 employees managing pricing which translates to **70 hours per month** and **840 hours per year**.

What could you do with an extra 840 hours per year from your employees?



Eliminate errors, increase profit

% Margin Impact

If **1% of your prices are wrong** and half are over priced and **half are under priced**, customers will alert you when it is over priced but not when it is under priced.

With 40,000 items, 400 would be priced wrong with 200 under priced. **Even a \$0.10 mistake** across 200 items, hundreds of stores, and thousands of transactions is a **big margin hit**.



Revenue Loss

Under priced items eat into revenue, but **customers also notice over priced items**. Not only will it lead to lost sales when prices are too high, but customers will **stop trusting your brand** and shop elsewhere. Over time, top line revenue will erode.

If 2% of your customers decide to shop elsewhere, how would that affect your revenue?

Impact

Total Profit

EXCELLENCE



DoubleBlaze can do an assessment by working with key stakeholders to identify what the pricing errors are and what the impact is.

Utilizing BlueYonder's pricing solutions, we can significantly decrease pricing errors and set you on the path of improved profitability and pricing excellence.



[Click here for more information about DoubleBlaze's approach to implementing BlueYonder's pricing products.](#)

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