

SpartanNash:

When Data Becomes an Asset to Asset Protection



Challenge

When originally searching for an analytics platform, the SpartanNash Asset Protection team sought to replace an outdated exception reporting system with a solution that would provide insightful and actionable data particularly in regard to theft and fraud at the POS. Additionally, SpartanNash wanted to monitor threats including Organized Retail Crime (ORC) and self-checkout abuse. The company required a scalable solution that enhanced its ability to effortlessly collect insights on an ad-hoc basis.

Solution

Combating theft has always been a priority for the Asset Protection team. With help from Agilence, they implemented a variety of dashboards and reports focused on identifying potential internal and external theft. The team found the most value in Agilence's ability to quickly bring these instances of theft and fraud to the forefront, while also using data to link incidents. According to SpartanNash Director of Asset Protection Damon Cavasin, the ability to "peel the onion back" to fully understand the scope of loss related to theft cases has been the most beneficial aspect of Agilence Analytics for his team.

As their usage of Agilence deepened, SpartanNash set out to harness the full spectrum of Agilence Analytics' capabilities across cross-functional departments.

- The **Store Operations** teams leverage Agilence to train new cashiers and analyze transaction data to increase sales through customized dashboards, reports, and alerts.
- The **Internal Audit** team uses Agilence to conduct pre-audit investigations and pull reports to audit against in-store.
- The **Customer Solution** team uses reports that track different scan ordinances through their registers for fundraising events on behalf of the SpartanNash Foundation.
- **Marketing** has found use in tracking coupon redemptions and their "One More Item" initiative, which aims to have shoppers add items to their cart at the checkout line.

CASE STUDY

Result

SpartanNash has leveraged Agilence as a solution for Asset Protection and as a catalyst for organizational transformation across multiple departments. The implementation of Agilence empowered SpartanNash's Asset Protection team to become data champions within their organization. According to SpartanNash Asset Protection Analyst Jason Mann, "With Agilence's help, the Asset Protection team has been able to provide transactional data that doesn't rely heavily on the system user to sort or filter to determine patterns or concerns. Since using this new software, the Asset Protection team can provide quick and customizable data upon request."

The Asset Protection team's adoption of Agilence is another example of data-driven decision-making in a company that values insights to drive solutions. Engrained in every aspect of the business, Agilence is helping SpartanNash use data to boost profitability.

About SpartanNash

SpartanNash is a food solutions company headquartered in Grand Rapids, Michigan with 144 corporate-operated grocery stores, 2,100+ independent retailer locations and 20 distribution centers.

"The Asset Protection team has become the place to go for transactional data within our organization. We're able to supply others with the data they need as quickly and as accurately as possible thanks to Agilence."

- Jason Mann, Asset Protection Analyst, SpartanNash