

“Watchdogs”

keep track of new products at Sanistål

Sanistål systematically follows up on new products from the day they arrive until they become a success. This procedure has boosted the success rate from 60% to more than 80%.

A couple of years ago, Sanistål started cleaning out its warehouse and discovered a large number of low-turnover products taking up unnecessary space. It turned out no-one had been following up on new products, checking if they performed as expected.

Rene Grøn, Head of Product Support, started a project to monitor new products systematically: New products which fail to take off in the market must be identified.



“It is unacceptable to find products that have been sitting on the shelves for years. Either we breathe new life into them – typically through extra marketing – or pull them out of the range,” he explains.

Risk products identified in time

When a product coordinator identifies a new product with low or no turnover in ABC Analyzer, the product manager is called in for

a meeting. Here, coordinator and manager discuss how to proceed. If the new product is removed from the shelves, Sanistål can easily return it to the supplier in time.

New KPI assures success

Today, product managers are measured on how well new products perform.

“You have to measure and motivate their staff towards the exact behaviour you want – that is the only way to ensure progress,” says Rene Grøn.

Trial period: 12 months

Every month new products are analysed automatically in ABC Analyzer. Products which perform well are placed in the green category, whereas poorly performing products are placed in the red category.

For the first three months, new products are ‘safe’, but in month four and seven, the product coordinators set up meetings if a new product doesn’t perform.

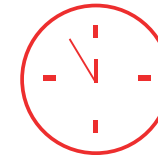
Read more about ABC Analyzer on www.abcsoftwork.com and sign up for your 30 days free trial

What did Sanistål do?

New products each year
3.000

When turnover is low
act in time

Success rate boosted
+20%



Goal:

Systematic monitor phase in and out, ensuring new products with low turnover is discovered in time.

Result:

The success rate on new product has gone up 20 %.

Solution:

The division of responsibility is made clear between the product coordinator and the product manager. New products with low turnover are highlighted by custom-build analyses in ABC Analyzer.

Sanistål 

About Sanistål

Sanistål is one of the biggest suppliers within heating and sanitary equipment, steel and metals in Denmark.

- 120.000 products
- 1100 employees
- 46 shops in Denmark
- Generated revenue of DKK 4.45 billion in 2012