



YOU RULE



# OSA Checklist: Maximize Revenues and Shopper Satisfaction by Ruling the Shelf

**YES NO Use our OSA checklist below to see how your OSA strategy measures up:**

- Are you analyzing the store/item/day in-stocks and availability of your products across all of your retailers and brands on a daily basis?
- Are you receiving smart alerts that assist in determining the root cause of the OOS: Distribution Voids, Phantom Inventory, and Shelf OOS?
- Do you receive timely (daily) alerts or notifications across your product portfolio, and then measure the impact/cost of each lost sale?
- Have your alerts been integrated with your internal or 3rd party systems, allowing in-store teams to act on these alerts in near real-time?
- Do you have the ability to identify availability issues by category or by geography (by district, region, state, etc.)?
- Are you measuring the total value of recaptured sales and do you have an aggregated, objective view of the recaptured value across categories and/or geographies (i.e., OSA scorecards)?
- Have you instituted predictive alerting to prevent OSA issues before they negatively impact your business, or are you still playing the costly game of catch up?
- Are you collaborating with your retail partners to develop forecasts?
- Do you have the ability to actively forecast inventory at the store-level for optimal allocation and sell-through during promotional events?
- Finally, in the world of "click & collect", are you monitoring and measuring your omnichannel sales activities daily, in order to understand how e-commerce's in-store fulfillment directly affects store in-stocks and product availability?

## Now that you've completed the checklist, it's time to add up your score.

- YES: 8-10 TIMES** Congratulations! Continued analytics of OSA metrics will keep your risk of OOS woes low. Don't forget to regularly review your OSA practices as the focus on omnichannel continues to grow.
- YES: 4-7 TIMES** While doing better than some, you are still at risk of leaving millions on the table each year due to sub-optimal OSA practices. You should strongly consider expanding your company's focus on OSA before omnichannel activities reach their peak potential.
- YES: 0-3 TIMES** Not only are you likely leaving millions on the table, but immediate action needs to be taken before the growing opportunity cost of lost sales leads to collateral damage to your brand from disgruntled consumers.

**Learn more about improving your company's on-shelf availability practices and start reclaiming your lost sales!**

**Click here to schedule a demo or visit [www.retailsolutions.com](http://www.retailsolutions.com)**