

# Change Management for International Pricing System Selection and Implementation

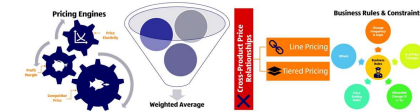
## Client

A \$19+ billion global discount supermarket chain with operations in multiple regions, including Europe, Asia, Oceania, and North America.

## Case Study

There are decisions that govern the different stages of Revionics' optimisation routine which drive to a particular pricing strategy

Simplified View of Optimisation Routine



## Challenge

- The client needed a unified lifecycle pricing optimization system to enhance regular pricing, markdowns, and promotions
- Regional teams had divergent requirements, complicated by language barriers and cultural differences
- The complexity of change management required strong alignment across international markets

## Approach

- **Stakeholder Engagement** – Assessed impact, secured leadership buy-in, and aligned teams with a clear communication plan
- **Training & Adoption** – Delivered role-based training, a train-the-trainer model, and hands-on workshops
- **Process Standardization** – Unified pricing workflows while addressing regional differences
- **Implementation Support** – Led UAT, rollout support, and continuous improvement to ensure adoption and long-term success.

## Impact

- ✓ More efficient and consistent pricing strategies across international operations
- ✓ Stronger stakeholder engagement and fully trained teams for seamless adoption
- ✓ Improved pricing accuracy, markdown efficiency, and promotional effectiveness
- ✓ Projected €325M+ profit improvement from streamlined pricing and optimization