Case Study

Implementation of Base Price Optimization Solution with Zone Pricing

Client

A \$6.7+ billion specialty retailer offering pet services and products through 1,300+ stores across North America

Challenge

- The client needed to modernize price optimization software and improve pricing sophistication
- Sought to implement zone-based pricing to capture margin benefits while minimizing potential customer perception risks
- Existing pricing processes were inefficient, requiring streamlined workflows for regular price optimization and management

Approach

- Led technical and data discovery to assess system infrastructure, data sources, and transformation needs
- Designed future-state pricing processes, defining roles, responsibilities, and timing for domestic, international, and eCommerce divisions
- Managed system configuration workshops to establish all required pricing parameters
- Coordinated change management and training to ensure adoption and minimize customer impact

Impact

PROCESS FLOW

- ✓ Software deployment completed one month ahead of schedule
- ✓ Projected \$22M annual margin increase, delivering ROI of over 600%
- ✓ Enhanced pricing efficiency and accuracy, supporting strategic growth initiatives

