



With the drive to **improve demand forecasting and leverage their data**, Coaster collaborated with Shoptelligence to implement Supply Insights, **allowing them to react more efficiently to consumer and dealer demands.**

Challenge

Traditionally, demand purchasing is primarily based on historical orders. As a result, this creates a bias that ignores demand that failed to translate into a sale.

With today's technology, demand comes from many sources, such as tablet apps, ordering websites, and others. Demand planning can be challenging, especially when it's often segregated from customer behavior. As a result, businesses are losing sales from stock-outs and increasing unmet demand.

Intending to strengthen their dealers' effectiveness and grow their sales and profitability, Coaster embarked on an innovative digital strategy to improve the accuracy of its demand forecasting to ensure it has the right products in stock.



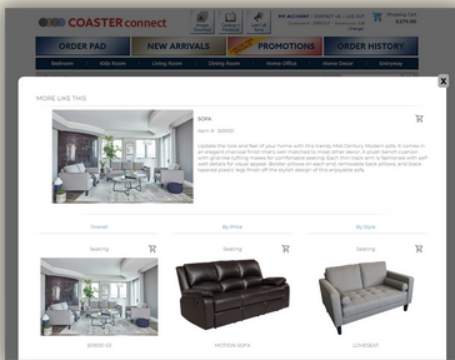
Exceed customer expectations by honoring individuals, families, and furniture - with excellence.

Since Coaster first opened its doors in 1981, they have focused on setting the industry standard for home furnishing companies by exceeding expectations.

Coaster, a second-generation company, has since become a leading North American furniture distributor.

As an innovative importer and distributor of fine furniture, Coaster has grown into a leading brand that is recognized for exceptional value, responsive customer service and product innovation.

STyle Finder



Supply Insights



Generate product trend reports to make effective recommendations for the retailer



Avoid underordering by reflecting the product's true demand through captured clicks, browsing, and inventory data



Improve the customer experience with more efficient inventory management



Prevent lost sales caused by stock-outs by presenting similar in-stock alternatives

Coaster CC3 Product Demand Observation

Number of times out of stock: when visitors search for an item by item ID, the result of that item returned out of stock

Data shown are based on website activities for the date range specified

May 1, 2022 - May 31, 2022

Item ID	Number of pageviews	Number of times it was added to cart	Number of times it was searched for	Number of times out of stock
1. 106581	163	9	373	322
2. 192951	91	2	299	299
3. 121231	205	8	416	273
4. 203502	171	14	544	264
5. 107871	240	4	493	262

Demand Forecast



Solution

To improve their demand forecasting accuracy, Coaster joined forces with Shoptelligence to capture consumer and dealer activity across channels, aggregate the data and create rich insights to inform their strategy.

Shoptelligence's Supply Insights collects click and search data from all digital ordering platforms to understand when items were searched and/or visited, added to orders, and not ordered due to no inventory available.

Furthermore, it uses a tagged ordering system to capture "unknown demand," which generates reports to inform demand planning at the national and individual distribution center levels.

Additionally, Coaster implemented SType Finder, a solution that merchandises similar items when an out-of-stock item is added to the cart to prevent lost sales from stock-outs and maximize sales.

Results

Coaster has integrated the Shoptelligence-provided data into their Sales & Operating Plan (S&OP) process. Views at the product level show unmet demand, enabling product planners to refine order quantities. Views at the distribution center and national level help inform inventory allocation decisions, while views at the territory level help Sales better understand consumer demand in their area. Bringing this data together and making it more visual helps the team collaborate efficiently to make more informed decisions to maximize inventory turns.

Executive VP of Sales and Marketing for Coaster, Don Deeds, says, "These solutions create tremendous value for us...that helps us think and react better to the consumer and dealer demands than ever before."

“Shoptelligence's solutions gather actionable data on customer engagement with Coaster's channels and products. It then enriches insights to help us improve demand forecasting and generate informed sales, ultimately maximizing profitability.”

—
Marlene Donlucas

Corporate Sales & Marketing Manager, Coaster

Future

"The future is bright," says Deeds. "As we continue to fine-tune our marketing and sales projects and goals, we will utilize the expertise of Shoptelligence to guide us."