Putting the Flavor into Food Retailer's Marketing

censhare

PLUS Retail in the Netherlands depends on censhare's flexible content management to promote its stores locally.

PLUS

master your content

"The project had the usual obstacles, but we found censhare people to be very helpful in solving issues. All the censhare developers were able to think on their feet and quickly find effective solutions. This was really nice for us as we were so short of time."

Joyce Stekelenburg, Specialist Communication Processes, PLUS Retail

> "PLUS Retail and censhare were united by a common goal and worked together to make it happen. At the start there were some difficulties, because of the tight deadline. In the end it felt like censhare was our partner, not just a supplier."

Joyce Stekelenburg, Specialist Communication Processes, PLUS Retail

At a glance

Industry

Retail

Products

• Digital Asset Management

• Content Management

• Headless CMS

Business need

When it was suddenly told its existing content management system was being withdrawn within months, PLUS Retail needed to rapidly implement a new, highly flexible, future proof solution to meet its complex and growing marketing needs.

Nationwide presence, local focus

As a cooperative with around 270 stores across the Netherlands, PLUS Retail has a powerful competitive advantage over many of its rivals. Working with individual store owners gives the chain the flexibility and insight to tailor its offers for local customers. A key aim for every store is to be the best grocery retailer in the surrounding area. That means offering top quality and often locally grown food in a sustainable and enticing shopping environment.

Achieving this goal calls for focused marketing campaigns, with store owners and PLUS Retail's head office collaborating to produce a steady stream of customer communications.

Yet in early 2019, PLUS Retail faced a potentially major setback. The software vendor for its existing content management system unexpectedly announced the product was coming to its end of life within six months. The retailer had to find a new system, fast.

Having assessed several potential providers, PLUS Retail decided to work with censhare. The fast track project needed to implement the censhare solution to support all existing processes and transfer content to it by midyear. Only then could the retailer continue its marketing uninterrupted.

The same recipe, only better

The stores used its previous system to produce local shelf cards while PLUS Retail used it to manage the digital assets for the weekly flyer and the distribution of the printed matter. The critical requirement for censhare was to replicate these functions in its Universal Content

Business Results

5 months
implementation time

500,000
digital assets managed

250+
stores supported

400+
users at PLUS Retail

Management solution and deploy it before the legacy system reached its end of life. And that had to be done within just six months.

To meet the short project deadline, censhare had to move quickly. It assembled an extensive team of experts from across the company to adapt the platform to the needs of PLUS Retail and transfer all workflows and digital assets across from the old system. In addition, censhare developers were able to make several process efficiency improvements for PLUS Retail.

The solution not only allows store owners to more easily produce their own local shelf communications, but it also supports national communication and advertising. It's a complex picture that's changing constantly as new channels are brought into use by PLUS Retail.

"We manage nearly 300 delivery points for our weekly flyer, promoting multiple offers and constantly changing store information. The censhare system had the necessary flexibility. That's something not found in many other solutions," explains Joyce Stekelenburg, Specialist Communication Processes, PLUS Retail.

Hundreds of users can now work faster

PLUS Retail took the censhare system into use immediately, with nearly 400 service, office, and store users able to continue to produce weekly customer communications and shelf content. Content has grown rapidly with around 500,000 digital assets being managed and up to 3,000 shelf cards being produced weekly.

The advantages of the new system have quickly become apparent. Weekly flyers are produced much faster. With censhare, users can select images quickly, saving hours previously spent searching systems for images. This also often meant that incomplete flyer briefs were sent to the design agency with images missing, resulting in further delays. "Our work is faster now. Productivity has risen and the quality of output is much higher. The design agency's feedback is positive and photographers benefit from being able to upload images into the system straight away, ready for immediate use," says Stekelenburg.

The results have even led to other PLUS Retail departments wanting access to the system to manage their content and processes.

"Our advertising agency loved censhare right from the start, and they don't want to go back to the old system."

Joyce Stekelenburg, Specialist Communication Processes, PLUS Retail

Headless CMS simplifies shelf communications

The latest development of the PLUS Retail system deploys censhare's Headless CMS module to greatly simplify the production of local shelf cards. Headless CMS enables content that is held and managed in the platform to be accessed through an Application Programming Interface (API).

Using the module, censhare has created an application with an intuitive graphical interface that enables even inexperienced staff to quickly create shelf cards in store without additional training. As well as promoting local products and offers, stores can reproduce national cards themselves should existing ones be damaged or go missing. This eliminates the delay and cost of getting replacements delivered from head office. It all adds up to time and cost savings, as well as giving stores the agility to change promotions on the fly to meet local needs.

Feedback has been positive: "This is so much better, great work," one store owner wrote in an email. Another added: "It's a great improvement, please roll out immediately."

Furthermore, the intuitive function to reset the password has significantly reduced the number of support tickets sent to PLUS Retail's IT function.

Adding new ingredients for the future

Another important PLUS Retail requirement was for the system to be future proof. With the basic system in place, PLUS is looking into possible expansions of the censhare system, such as automating much of the work needed to produce the weekly flyers.

"I would say the usability of censhare is ten times better than our previous system. For example, for a campaign we are able to see right away the selected images on offer level. In the old system it was one campaign file with all selected images, so checking all images on offer level took a lot of time."

Joyce Stekelenburg, Specialist Communication Processes, PLUS Retail

PLUS Retail uses censhare hosted on Amazon Web Services (AWS). AWS offers a broad set of global computing, storage, database, analytics, application and deployment services that help organizations move faster, lower IT costs, and scale applications.

About censhare

Our proven omnichannel content platform lets you master your content in any language, locally or globally, to provide a consistent omnichannel customer experience.

Clients like Allianz, Lands' End, Dyson, Christie's and hundreds more rely on censhare to deliver brand-accurate, up-to-date content, and make the most of every opportunity to reach the right customer at the right time.

master your content

www.censhare.com