

## Food Lion Looks to Make Everyday Grocery More Inviting

11/13/06

Food Lion operates more than 1,200 supermarkets across the Mid-Atlantic and Southeast US. Flying under such banners as Food Lion, Bloom, Bottom Dollar Food, Harveys and Reid's, the company is a subsidiary of the Belgium-based Delhaize Group. Competing against such national and regional chains as Harris Teeter, Piggly Wiggly, Lowe's and Publix, Food Lion has long sought to differentiate itself from its competitors based not only on price, but on its level of customer service.

As part of this mission, Food Lion has spent the last 17 weeks implementing Reflexis Systems' RetailAction Manager application, going live with the solution just days ago. By doing so, Food Lion seeks to better execute its retail strategy across its multiple segments and locations - performing individual store-based tasks more consistently.

Managers in the field will now be able to access exception-based reporting, a real-time view of store workload and overload, and as a result, can utilize their time more effectively by spending more face-time with associates in problem-prone stores. Managers aren't the only benefactors though, as store associates will be granted access to tools that facilitate less busywork with back-end operations and more face-time helping the customer.

Clearly the notion of streamlined workflow and improved execution is challenging within grocery, if only based on the high level of employee turnover and the miniscule profit margins that exist within the market. However, Food Lion's proactive move to optimize the resource of its field managers' efforts may well prove a solid investment. By putting these problem solvers where problems are truly most prevalent holds great opportunity to make more customers' next visit to the supermarket less frustrating. Says Steve Rowen, research analyst at RSAG, "Food Lion's choice of Reflexis is a great opportunity for a low-cost grocery provider to give customers another portion of what they've previously been willing to pay more for at high-end supermarkets: an enjoyable shopping experience."