



CASE STUDY

Kicking e-Grocery Into High Gear

Space Savings + Revenue Growth Drives \$/sq. ft.

UNLOCK GROWTH

Fulfilling more than 300 orders/wk in 600 sq. ft.

In a matter of weeks, this growth-mind grocer was able to exponentially grow their order volume [from <10 orders per week to 300+] in a space of only 600 sq. ft., half the size they had anticipated. Improved associate walk paths and workflows resulted in increased efficiency and decreased time to curb, to the delight of their customers.

Background

For the ShopRite Supermarkets, Inc. store in Fishkill, NY, the business opportunity for e-grocery was clear. What was not clear was where to find the space within their existing footprint. While a typical room for e-commerce across the SRS network averaged around 1,000–1,500 sq. ft., the team could only see line of sight to 500-600 sq. ft. Despite that physical constraint, the team was resolute on customer demand for **Order. Pickup. Deliver.**, ShopRite/Wakefern's digital grocery platform,

and the need to find a cost-effective solution that could easily be retrofitted into the footprint. The challenge was real, but the Phononic ACS™ Freezer and Refrigerator totes and their associated suite of Growth Accelerator data integrations were the ideal solution to deliver a scalable, flexible solution that could grow with the business, right-sizing up-front investment, while still ensuring back-end ROI realization and maximizing the available footprint without requiring a re-build or expansion.

Phononic Solution

Fishkill ShopRite didn't lose any time deploying a complete solution that included Phononic ACS™ Freezer and Refrigerator totes with Phononic Growth Accelerator™ integrations, carts and racks, and the support of the Phononic Customer Success Team. Its 600-square-foot area was configured to maximize order density on racks while providing logical walk paths. The process of picking customer orders from refrigerators and freezers directly into Phononic totes, placing them on carts, and transferring them to racks maintains appropriate tri-temperature requirements and improves efficiency.

The totes constantly send more than 50 data points to the Phononic cloud, providing real-time temperature and performance data to the Phononic Growth Accelerator™ interface. Alerts are generated if any component of the cold chain is out of compliance, for example, if a tote is out of the required temperature zone or a lid has not been fully closed. These critical performance indicators drive meaningful action and improve customer satisfaction and operational efficiency.





Benefits Realized

Space + Efficiency Savings:

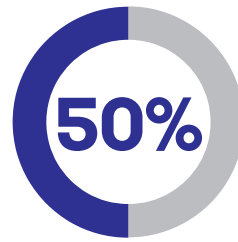
- 50% reduction in staging room requirements
- Improved associate efficiency with decreased time for order fulfillment, improved walk paths, and decreased redundancies

Overall e-commerce growth:

- Added new Order.Pickup.Deliver. customers
- No impact to in-store sales volume
- Expansion of cart size of existing customers

Satisfaction Drivers:

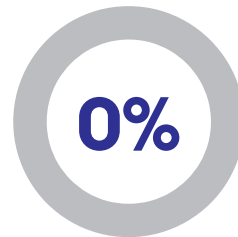
- Maintain cold chain
- Decrease in time to curb to less than 5 minutes
- New careers added
- Improved associate satisfaction and retention



Reduction in space requirement

<5

Time to curb 5 mins or less



No impact to in-store sales volume

>300

Orders per week

Sustainably profitable e-grocery is within reach with Phononic.

The Phononic proprietary ACS™ ecosystem of totes, racks, carts, and Growth Accelerator™ capabilities unlocks omnichannel success. A solution that meets you where you are today and grows with you to reach your goals for tomorrow.

GWP < 1

One tote to hold it all.
A big-box retailer found that the Phononic tote holds:

Refrigerated



Frozen



The ACS™ Ecosystem: ACTIVE. CONNECTED. SUSTAINABLE.

UNLOCK PROFITABLE OMNICHANNEL OPERATIONS WITH PHONONIC.

Phononic's proprietary tri-temp order consolidation solutions truly empower grocers to reach new levels of success in the omnichannel market.

Ready to reimagine your digital grocery operations?

[SCHEDULE A DEMO TODAY](#)