



Case Study

# How One Leading Retailer Unlocked Tremendous Value from Their Existing Product Data

**Executive saves their company \$1 million  
through improved market performance**



**Empowering Trust<sup>®</sup>**

# Introduction

With data volumes continuing to grow and in spite of their many applications, platforms and spreadsheets, retailers and manufacturers struggle to exploit market data to their greatest benefit. They need a solution that can quickly collate and triage market data, and provide actionable insights to effectively manage their products' and suppliers performance to improve their bottom line and protect their brand.

## The challenge

A top U.S. retailer's head of quality and compliance was on a mission to transform their team's highly transactional and functionally siloed operating model. They targeted an integrated approach that effectively utilized their market data streams to help them monitor, evaluate and reduce risk across their product ecosystem.

## The solution

Because of UL's deep product quality and safety expertise, the retailer's quality and compliance team chose UL's Market Performance solution to help intelligently connect key data across their entire ecosystem.

## We helped them:

- Evaluate existing data streams, uncover key data streams and intelligently connect their data for a single source of truth
- Transfer their fragmented workflow, which was based on email, Excel spreadsheets and Access databases, to an integrated, modern user experience, enabling data-driven insights in real time
- Reduce reliance on subjective and highly variable human decision making by leveraging the latest machine learning (ML) and natural language processing (NLP) technologies
  - » Introduce feedback loops to help ensure that algorithms get smarter over time, vetted by their own experts



## Our solution put to the test

Within 10 days of launching our Market Performance solution, the new system was put to the test in a big way.

The head of quality and compliance received an urgent call from their team. Their stores were receiving an influx of customer returns for one of their top-selling items. With those returns, customers were also expressing concern over the quality and safety of those products. Adding even more urgency to the situation, they had started sharing their concerns on social media.



### Without UL's Market Performance



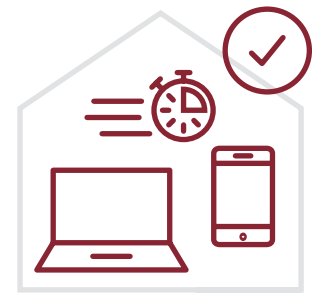
If this event had happened a week and a half earlier, the retailer's action plan would be to drive into the office, assemble a team of investigators, contact thousands of retail outlets and preemptively pull tens of thousands of products off the shelf, erring on the side of caution while waiting for a hands-on root cause analysis to unfold over the next seven to 10 days.

### With UL's Market Performance

While still on the phone, at their home, the head of product quality and compliance opened their laptop, logged into our Market Performance tool and began to assess the situation.

### The result

With the right information, intelligently connected and immediately surfaced by our Market Performance solution, the head of quality was able to pinpoint the exact actions to resolve the situation. The impact was quickly reduced from thousands to hundreds of stores, and the quality team was able to narrow the impacted product to less than a thousand pieces. The head of quality coordinated all of this through Market Performance and over the phone, confident that the team had taken the appropriate actions to ensure their customer's safety, the brand's reputation and save over one million dollars in lost revenue.



**THOUSANDS OF STORES**  
*to less than*  
one hundred

**TENS OF THOUSANDS**  
*of product units*  
to one thousand

**7-10 days resolution**  
*to less than*  
**an hour**

*over*  
**one million**  
**dollars saved**



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