

The Rising Risks of Poor Data Quality—and Its Impact on Your Entire Business

Supply Chain Operations

Product information Data quality
impacts the entire system. Unique product identification is the essential foundation for getting the right information to the consumer.

Data sharing
Increased labor costs ↑ \$
Use of inaccurate transactional data can cost up to 25% more in labor.¹

Freight and warehouse management
1/4" error in case height =

- 1,000 fewer cases per truckload
- 20 fewer cases per pallet
- 6 more trucks than necessary²

In-Store Operations and Sales

80% of retailers are not confident in their product data.³

Planogram compliance
Less than 50% achieved planogram compliance (primarily in grocery sellers).⁴

Inventory accuracy and availability
8.7% lost sales due to inventory inaccuracy.⁵

In-store fulfillment picking accuracy
50% failure rate for Buy-Online-Pickup-In-Store (BOPIS) shopping experiences.⁶

E-Commerce Paths to Purchase

84% of shoppers use their devices to help them shop in store.⁷

86% of consumers are unlikely to buy products from a brand after an experience with inaccurate product information.¹¹

3 top errors caused by a lack of data validation:

- Listing the wrong products
- Listing inaccurate product attributes
- Duplicate listings or content¹²

Flexible fulfillment
If you don't deliver what a consumer thinks they ordered the consequences are dissatisfaction, loss of loyalty, and potential loss of future sales.

15% to 30% of sales lift when dynamic buy-online-pickup-in-store fulfillment option is available.⁹

71% of shoppers expect to view in-store inventory online.⁸

Overstocks and returns are costing retailers \$1.75 trillion a year.¹⁰

1. GS1 US Land O'Lakes Case Study, 2017
 2. GS1 US Data Quality ROI Calculator, 2016
 3. E-retailers beware: 3 perils of unvalidated product information. *Internet Retailer*, December 2016
 4. Planogram compliance—how boring...unless it might save billions. *Cosy*, 2016

5. Kurt Salmon RFID in Retail Study. *Kurt Salmon Part of Accenture Strategy*, October 2016
 6. Dr. Bill Hardgrave, Auburn University, NRF 2016
 7. How Mobile Is Transforming the Shopping Experience in Stores. *Google Shopper Marketing Council*, May 2013
 8. Customer Desires Vs. Retailer Capabilities: Minding The OmniChannel Commerce Gap. *Forrester Research*, January 2014

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