

Maplin boosts efficiency and customer experience with Galleria's micro space planning solution

Cheshire, 3 November 2016 – The UK's leading consumer electronics specialist [Maplin](#) announces the go-live of [Galleria's](#) solution for customer centric merchandising. The new micro space planning solution, part of Galleria's next generation Customer Centric Merchandising solution, enables Maplin to easily create and update fixed shelf layout and manage the performance of its product categories at store level and based on consumer purchasing patterns.

With 218 stores and 20,000 products in over 800 categories, Maplin found that, prior to working with Galleria, creating planograms quickly and keeping these up to date at all times was becoming a challenge. Maplin recognized that it needed a more robust and agile system that could offer progressive capabilities such as advanced 3D visualization, flexible reporting, the ability to quickly merchandise any fixture to improve store compliance, on-shelf availability and sales. It was also key to Maplin that the solution could grow with the business and support future initiatives.

Simon Duggan, Merchandising Manager at Maplin comments: "We ultimately want to improve efficiency across our stores, for higher customer satisfaction and increased business performance. As a result of working with Galleria, we hope to see a reduction in the time it takes to produce planograms. This will mean we have more time to analyze our data and make better informed decisions regarding our range and product visualization.

"We looked at several providers. What sets Galleria apart was the time it took getting to know our business and to really understand the issues we were facing. We are very impressed at how flexible and intuitive the system is and how quickly it was implemented - in just three days. Our staff have also needed little training and are already benefiting from the new platform." added Simon Duggan.

A part of RELEX Solutions and the leading provider of end-to-end category planning, automation and optimization solutions and services to the retail industry, Galleria's experience provides the foundation for next generation category optimization solutions with advanced planning, automation and optimization levels to support clients in their customer centric journey.

Ian Duncan-Lewis, CEO, Galleria comments: "We are delighted to work with Maplin and help it transform its space planning & analysis process. This partnership is a further example of how retailers like Maplin are using the latest merchandizing technology that scales as their business grows and has the capability to go from manual planograms to planogram automation and optimization.

"We understand the importance of ensuring optimal assortment and use of space within their stores and are looking forward to supporting the next steps of the business' wider consumer-centric strategy," concludes Ian Duncan-Lewis.

About Maplin

Maplin Electronics is the UK's biggest specialist retailer of consumer electronics.

As the specialists in consumer electronics, Maplin Electronics is proud to offer the best and most informed customer advice on the high street. Our team of over 2,000 store and customer service staff help thousands of customers make informed choices about technology purchases each and every day; from technology enthusiasts to complete novices.

For more information about Maplin, visit <http://www.maplin.co.uk/>

About Galleria RTS

Galleria is the leading provider of customer focused category optimization solutions and services to the retail industry.

Working in partnership with many of the world's best-known retailers and suppliers including Morrisons, One Stop, PARKnSHOP, Safeway, Coop Denmark, and Unilever, Galleria's automated solutions for cluster, assortment and space optimization deliver significant benefits including increased sales, margin and inventory turnover, while cutting waste and mark-downs.

Galleria's flexible approach means that retailers and suppliers alike can access solutions to fit the business need with a variety of options available including desktop, cloud and integrated solutions or as a pure consultancy service.

Galleria is part of RELEX Solutions, Europe's fastest growing provider of integrated retail and supply chain planning solutions.

For more information about Galleria, visit www.galleria-rts.com

Contact:

Cecile Dorvault
Marketing Director
RELEX Solutions / Galleria
cecile.dorvault@relexsolutions.com
+44 (0) 7787 908 923

Louise Fowler
Account Director
Neo PR Ltd
louise@neopr.co.uk
+44 (0) 1296 733867