



Improved responsiveness: better collaboration with fresh suppliers

Fresh products rely on a well-managed supply chain. Imbalances and misalignments between manufacturers and supermarkets can result in poor freshness or low shelf availability. Jumbo wants to be an industry leader in fresh food and continuous improvements in the fresh supply chain is therefore key. Since weather, promotions and holidays & events have a big impact on demand variability of fresh items, responsiveness is required to keep products with high freshness available on the shelf. Together with three strategic fresh suppliers, a project was started in early 2020, just before the first COVID-19 outbreak in the Netherlands. Responsiveness became even more critical during the disruptions caused by the pandemic.

Identifying critical timelines for designing the new collaboration process

The main goal of the project was to design and implement an improved collaboration process with the 3 strategic fresh suppliers. EyeOn facilitated workshops between Jumbo and the fresh suppliers and performed data analyses to determine the reliability of the forecast and drivers that impact the reliability of information. After mapping the as-is processes with value stream mapping, a list of prioritized improvement steps were created together with a roadmap. These improvement steps and roadmap were mutually agreed between Jumbo and its suppliers.

JUMBO

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“During a hectic period due to Corona, EyeOn was the driving force of the project. EyeOn guided us with a pragmatic approach, even in an environment of communication digitally, so we could design a joint forecasting process designed for our business needs.”

Jeroen de Visser, Supply Chain Manager

To enable a responsive supply chain, a joint forecasting process was designed in which segmentation of the product portfolio was used to establish the required level of responsiveness for products. The process is supported by a tailor-made forecast conversion tool. In addition, an integral process was designed between commerce and supply chain of Jumbo and the suppliers to enable the exchange of the right information at the right time. To measure the impact of the new process, an E2E performance dashboard was drafted to monitor the integral supply chain performance.

Being responsive to guarantee optimal availability of fresh products during the year

The designed process enables Jumbo and their strategic suppliers to respond to daily changes in the customer demand and to optimize the balance between on-shelf availability, the freshness of products and supply chain costs. This responsiveness becomes even more critical in times when a global pandemic increases the uncertainty in demand. With this new collaboration process Jumbo's supply chain is well-prepared to meet the customer demand during the most volatile periods.

“One of the great things about EyeOn is that we could leverage their experience on what is required to become a “best-in-class” retailer. This external view challenges us to evaluate our own performance and helps us to reengineer our planning processes to become more responsive to meet our customer's needs.”

Judith Belo, Supply Chain Manager

About Jumbo

Jumbo is a family business from Brabant, The Netherlands, with a rich entrepreneurial history. They operate in the Netherlands and Belgium. Jumbo currently has more than 680 supermarkets. Jumbo wants to make tasty and healthy food easily accessible to everyone. The unique Jumbo formula is used in all stores and online (best service and largest range at the lowest price) and customers can rely on the '7 certainties'. By always putting the customer first, Jumbo is one of the most appreciated supermarket chains. The Forecasting & Replenishment team contributes to customer satisfaction by taking care of maximized availability, quality and freshness at optimal costs in a demand driven chain for both bricks and clicks.

Get in touch with our experts

Are you also experiencing more uncertainty and complexity in your end to end chain? Do you need support in designing, implementing and executing excellent (planning) processes as a discriminating factor for success? Read more on our website or contact one of our experts! Get in touch via mail@eyeon.nl.

Our promise

We apply proven innovations on forecasting and planning. We approach our clients' challenges in the most pragmatic way possible. Using our extensive knowledge, we deliver valuable results and turn challenges into opportunities. This is how we develop and implement fit-for-purpose improvements with sustainable impact.