

The H2 Group is comprised of ten Spar Convenience Stores and Service Stations with Apache pizza franchises throughout Ireland. Winners of the "Deloitte'S Best Managed Company" Award, H2 Group has a proven track record in operating and developing petrol filling stations and maximizing sales and profit per site.

Sean Heaphy, Managing Director



Case Study - The H2 Group

Before using DigiTally

Fresh food retailing is paramount for H2 Group and the management of their food gross profit margin is a key aspect of ensuring a successful operation in their forecourt and fresh food retailing.

Food stocktaking was a problem for H2 Group and their biggest issue was using the same product and pricing information across the group for the deli stocktaking. Previously products were added locally but the Head Office was not notified and as a result, the integrity of the data was compromised and affecting their site inventory management.

**Key
Metrics**

**Saved 4 hours
per site on stocktakes**

+

**Increased food gross
profit margin by 2%**

The Results with DigiTally

Feedback from their stores has been very positive with the main benefits as follows:



**Stocktaking labour hours
have reduced significantly**



**Counting is easier
and faster**



**Gross profit margin increased
and easily maintained**



**Integrated product &
price file allows for
access across all sites**



**Margin queries can
be dealt with immediately**



**Easy to identify &
correct errors**



"DigiTally is definitely worth it as it makes the stocktaking and GP reporting easier and more efficient. Thankfully we found DigiTally at the right time."

Sean Heaphy, Managing Director

The Journey with DigiTally

The previous method of completing a deli stocktake included the store and deli manager both using pen and paper to note down what each item was and then entering it into an excel sheet. It would then be passed onto the Head Office to include sales and to summarise the information for the entire group.

This took 4 hours per site, (2hrs to count and 2hrs to collate) so as to get the food gross profit (GP) margin. Across 10 sites, this would be finalised and completed before being presented to each site.

Since installing DigiTally, H2 Group now has inventory results an hour after the stock count is complete. This allows them to communicate any issues to the team and start working on improvements immediately.

"We have increased our gross margin by 2% and maintained that increase"

Completing the Journey with DigiTally

A key benefit of introducing DigiTally is having a central product and pricing file. H2 Group's original problem with the product/pricing file integrity was solved as they now use one file across all sites therefore any price changes made are immediately updated and shared with the team.

The team has reduced their stocktaking time by 63% and reporting time by 75% with a total of 1,200+ hours saved across the group. This allows for Deli and fresh food staff to spend less time on paperwork and data entry (which was prone to error) and more time selling to customers.

The implementation of DigiTally was quick and easy. Any initial teething problems experienced were promptly resolved by the customer success team.



"Simplify your Stocktaking..."

