



The Save Mart Companies teams with SymphonyAI connected retail to deliver a true win-win:

Increased shopper engagement and improved business results

About the Save Mart Companies

The Save Mart Companies operates 194 Save Mart, Lucky, and FoodMaxx stores in neighborhoods throughout California and Western Nevada. Proud to be California's largest regional, full-service grocery chain, the Company and its more than 12,000 Associates take extra care to provide customers with the freshest quality products at a great value. With deep roots in California's Central Valley, The Save Mart Companies and its family of stores prides itself in putting people first. Their dedication to customers and community is reflected in the connections made in the neighborhoods they've served for more than 70 years. The Save Mart Companies' philanthropic non-profit organization, The CARES Foundation, provides vital resources for children and families and has donated over \$5 million to local communities since inception.





Strategic goals

As a regional grocer deeply committed to the communities it serves, The Save Mart Companies (TSMC) focuses on technology innovations that ensure the items in its stores are aligned with customers' needs. Chief Digital Officer Tamara Pattison oversees and develops all aspects of digital information and technology for The Save Mart Companies' three distinct store banners – Save Mart, Lucky, and FoodMaxx – and develops and implements initiatives to expand customer alignment and market success opportunities. Pattison leads The Save Mart Companies' efforts to identify emerging digital technologies and e-commerce strategies, enabling future growth in complete alignment with the company's strategic objectives.



Ultimately, we want to empower every category manager with the information and tooling to run their category in the best possible way – in effect, make each category manager the BEST category manager. We also want to ensure that the customer is at the heart of every business decision, with technology and processes that would give merchants the lens of household shopper behavior, not isolated transactions, moving customers up the loyalty ladder with a strategic focus on lifetime value. Finally, we want to unleash the value of our vendor partners by giving them direct access to category, promotion, and assortment performance so we can leverage their analytic insights to move our collective business forward.

Tamara Pattison,

Chief Digital Officer, The Save Mart Companies





Business challenge

In a highly competitive grocery market like Northern California, retailers who are adept at utilizing customer data to drive their promotions excel at engaging shoppers. A former Albertson's executive, Pattison knows the power of having an AI-driven, customer-centric data strategy: With the right AI-driven solutions, we can ensure that we focus on customers rather than transactions, while also executing more profitable promotions. Advanced analytics can unlock more in-depth, actionable category insights.

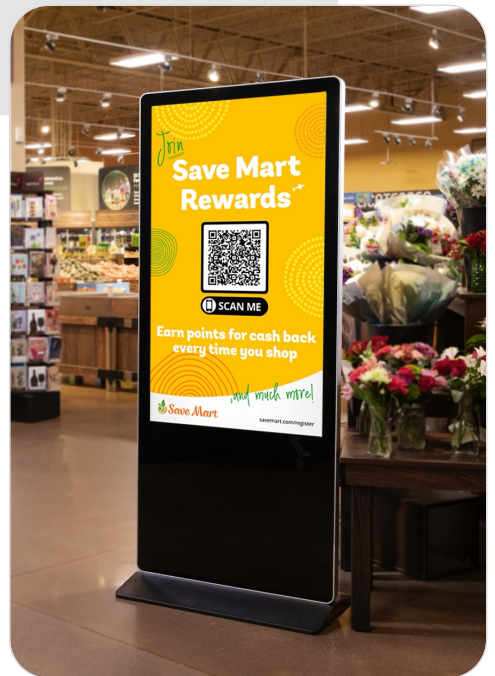
Pattison sought to drive a fundamental transformation experience for TSMC and its shoppers while deepening supplier collaboration, so she turned to SymphonyAI for its connected retail capabilities, leveraging AI, shopper loyalty data, and promotional optimization, to implement the transformation.



Solution

The Save Mart Companies and SymphonyAI crafted an end-to-end approach using the Category Management Suite with Assortment-as-a-Service and CINDE Insights, whose AI-powered models drive real-time retail insights into category and brand performance.

In addition, SymphonyAI would help TSMC drive deeper CPG collaboration through data syndication, enabling the retailer and key supplier partners to align more strategically using current, comprehensive data to best meet the needs and expectations of shoppers. In addition, using Promotion Optimization would enable TSMC to continually invest in promotions that drive the desired business results and avoid promotions that don't meet their intended goals. Assortment Optimization would also ensure that each store offered the right products to shoppers in each category.





Program approach

The initial phase deployed the SymphonyAI Category Management Suite and Promotion Evaluation launched first, with SymphonyAI working closely with TSMC to phase in each category to Promotion Evaluation. In parallel, production data was fed into the AI-based CINDE platform, so that it could provide robust insights from the moment of go-live.

SymphonyAI and TSMC created a project plan that would communicate the benefits of connected retail to key constituents internally and with key suppliers. Within 6 months, The Save Mart Companies had already signed up more than 25 manufacturers in the data syndication, reflecting their eagerness to deepen collaboration and create a more engaging shopper experience.

The joint project team engaged in category action projects with vendors, again working category by category to collaboratively develop optimal recommendations. Embedding SymphonyAI products into TSMC's operations, the team would give the supermarket chain deep customer insights across its stores and deploy fast-acting, predictive AI technology to respond to trends and customer behaviors – ultimately driving company growth while better meeting the needs of shoppers.



Leveraging the collaborative approach has enabled us to demonstrate tangible value in the form of sales and gross profit while at the same time bringing our associates up to speed with more sophisticated tools. Using the expertise of the SymphonyAI team to partner with suppliers to drive insights from Category Action Plans, as well as internal SymphonyAI assortment optimization subject matter experts, allows us to make progress across multiple aspects of the business in parallel

Tamara Pattison,
Chief Digital Officer, The Save Mart Companies





Results/value

The Save Mart Companies has embraced SymphonyAI connected retail as category managers and their vendor partner counterparts collaborate to act on the customer data-generated recommendations. The number of vendors enrolled in data and collaboration with TSMC continues to grow, expanding from 25 at the six-month mark to around 45 today. Many of them have committed to three-year contracts because they are enthusiastic about the program. For internal category reviews, they're using Promotion Evaluate to identify the best promotions to run which has generated, on average, approximately \$500,000 in incremental sales. Within each Category Action Project completed in conjunction with subscribing vendor partners, that amount nearly doubles to nearly \$1 million in incremental sales. As Save Mart adopts the recommendations generated by vendors and SymphonyAI, and the positive impact of those recommendations is measured, the program gains credibility amongst TSMC and its vendor community.



It's exciting to see how we are making progress on all fronts, and we look forward to growing program participation and onboarding more supplier partners in 2025.

Tamara Pattison,

Chief Digital Officer, The Save Mart Companies

Using CINDE Insights, SymphonyAI's prescriptive connected AI technology, TSMC can make more informed customer-centric decisions and strategically personalize and target promotions to the right customers, engaging new shoppers and driving larger baskets among existing customers. TSMC can also tailor assortments down to the store-item level to respond to local customer demographics and buying preferences.



Results/value (cont.)



SymphonyAI helps supplement our success metric tracking and reporting with customer data around promotions, sales, units, and margins. We not only know what's sold during a promotion, but within that total, how much was true incremental lift v. promoted item sales that just displaced a competing brand of the same or similar item. The customer data promotion score shows true uplift and the types of customers who responded – i.e. were they price-sensitive or brand-loyal? As a result, we can craft promotions and assortment that meet our business goals and better engage shoppers. We can refine promotions to the individual store level based on the profile of that store's shoppers to better optimize the promotion's success overall.

Chris Hooks,

Chief Merchandising and Marketing Officer at The Save Mart Companies

The Save Mart Companies' category managers can now supplement the detail in their success metrics with customer data through measures of promotion, sales, units, and margins. The SymphonyAI system's estimated incremental annual sales impact is in the tens of millions of dollars as assortments, offers, and shelf merchandising reflect true shopper preferences via AI-driven recommendations put into action.



The Save Mart Companies is thrilled to partner with SymphonyAI as its retail solutions fit our strategic growth initiatives focused on customer-first experiences that are driven by deep data insights. From my professional experience with SymphonyAI, I know that the ability to gather and offer exacting customer insights to our vendor partners as a single source of the truth is a game changer. It will help us be a better partner while giving our shoppers the personalized, intimate shopping experience they deserve.

Shane Sampson,

Chief Executive Officer of The Save Mart Companies





Customer **next steps**

In the coming months, The Save Mart Companies will implement SymphonyAI Personalized Marketing, which analyzes shopper loyalty program data to present very targeted offers to different cohorts of shoppers. The new capabilities will personalize each shopper's individual journey, so each set of shoppers receive only those offers that are relevant to them.



With some exciting initial progress already demonstrated, it's now all about scaling the insights we gained in 2024 to all categories. Now, we're embracing the ability to discuss business execution in depth and develop promotion and assortment strategies with our supplier partners in lockstep.

We want to embrace the power of the products across the whole store and tap the collaboration with our supplier partners to accelerate and deepen insights.

Tamara Pattison,
Chief Digital Officer, The Save Mart Companies