

The Cantillon Group is comprised of three Maxol forecourts and three Spar Stores with their core emphasis focused on Fresh Food. They currently operate 15 different fresh food departments, including concessions, using over 1,500 product lines.

Shane Cantillon, Managing Director



Case Study - The Cantillon Group

Before using DigiTally

All counts were completed using pen and paper and excel sheets. Each site had its own excel sheet with "correct" pricing which was updated centrally and then distributed to each site.

Prior to DigiTally, the Cantillon Group received their Gross Profit margin reports midweek, and while this worked adequately for them in the past, they can now access this information on a Monday afternoon.

This has been invaluable to the business as they can identify and react to any areas that require attention more promptly.

Key Metrics

Increase in Deli profit margin of 1.5% in the first 3 months

+

Saved 10 hours per site

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 more accurate



Ability to compare department results week on week due to automated data



With a central price file, updates can be completed instantly



Margin queries can be dealt with immediately



Easy to identify & correct errors



"When dealing with this volume of food, consistency and accuracy is of paramount importance" Shane Cantillon, Managing Director

The Journey with DigiTally

A concern the Cantillon Group had with margins was that sites were adding in products which led to many inconsistencies with the main data file. Since changing to DigiTally, this is now centrally controlled by the head office team.

Timesaving equates to over 50 hours per month. Previously, data had to be entered twice - firstly on pen and paper and again onto a spreadsheet. This is where the main timesaving occurs.

All the information goes directly onto the tablet once, minimising the risk of human error, thus speeding up the whole stocktaking process in collating data to produce reports. This allows key staff to focus on other areas such as growing sales.

"We have increased our Gross Profit margin by 1.5% and dramatically reduced labour hours across all sites."

Completing the Journey with DigiTally

A key benefit of introducing DigiTally is having a central product file. All new products, as well as any pricing adjustments, are added from the Head Office, ensuring the correct cost prices are updated constantly. The Cantillon Group can now manage waste more efficiently and identify any inputting errors instantly. This provides them with more accurate automated GP reports across all of the food sectors.

The transition to using DigiTally was helped hugely by the excellent support the Cantillon Group received from the DigiTally Customer Success team. From an admin point of view, any queries are dealt with in a timely manner and the support team is constantly updating and implementing new features to improve the site. A huge benefit was the product control, which is managed centrally using one product file.

