

ERP apps

thoughts on improving your business by xkzero

DSD is good for the customer, too.

Posted on **October 5, 2014** by **Julie (aka 'AJ') Downey**



— Keep the retail customer happy.



As a grocery shopper, how does Direct Store Delivery affect you? First, consider what customers want from a store. Most importantly, we want the products we need to be in stock—and consumables need to be fresh.

To feel compelled to return, the experience itself must be pleasant, starting with a clean facility with a well-organized layout that makes sense to us, so we can easily find these items. On the contrary, sloppily

shelved boxes or cans might get overlooked and leave you frustrated while searching for a particular brand or flavor.

**See the blog post by xkzero,
“What is Direct Store Delivery (DSD)?”
for a more in-depth explanation
of this method of goods distribution.**

You can check items off your list more quickly when a store strategically places products with logical companions, such as putting jars of salsa lined in front of the tortilla chips. Also, you might learn about new products to mix up your tired dinner menus if an attractive informational display or promotional signage catches your eye.

Turnaround Time: Since DSD is a streamlined approach, eliminating many time consuming tasks involved with order processing, picking, packing, shipping, receipt, and shelving, reps are able to bring product to the stores and refill stock as needed, often fulfilling same day requests. When consumers unexpectedly increase demand for a product, DSD allows stores to give them what they need.

An overall pleasant shopping experience keeps customers happy—and loyal. These are great reasons for retailers and suppliers to smile.

To learn more about how xkzero can help drive sales and profits for your distribution business, please contact us at info@xkzero.com or 847-416-2009.

You'll also find more about DSD on our website at <http://www.xkzero.com/mobilecommerce/>

This entry was posted in **Direct Store Delivery, Mobile Commerce** and tagged **customer, direct store delivery, DSD, product placement, retail store, shopping experience, turnaround time** by **Julie (aka 'AJ') Downey**. Bookmark the **permalink [http://erpappsblog.com/dsd-is-good-for-the-customer-too/]**.



About Julie (aka 'AJ') Downey

Content Marketing Specialist

[View all posts by Julie \(aka 'AJ'\) Downey](#) →