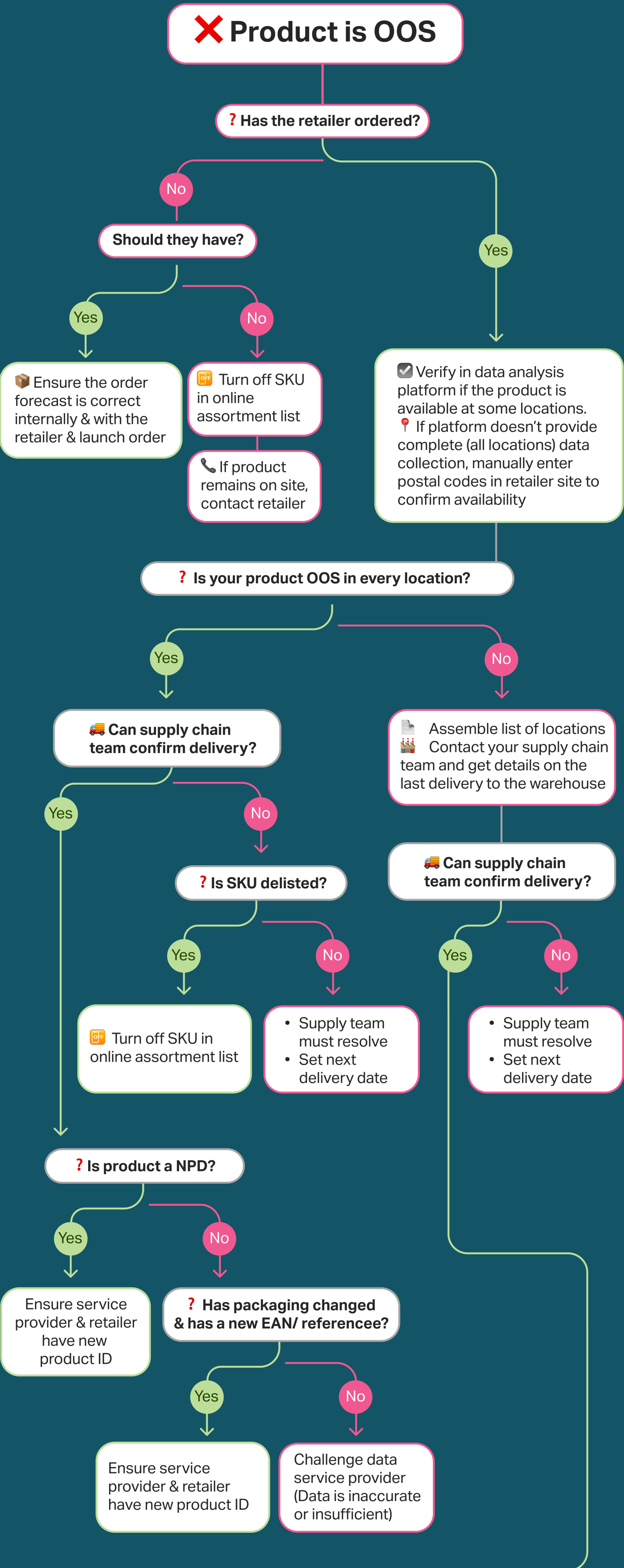


I'm out of stock, now what?

DECISION TREE 🌳



Possible causes & actions to take

⚠️ Possible cause	👉 Action
⚠️ Product is in depot/ warehouse but not delivered to online location	👉 Approach the retailer with a screenshot of the OOS product on their site, and a delivery order confirmation from your supply chain team 👉 Confirm location of inventory with retailer
⚠️ Retailer has removed product URL due to prolonged previous OOS	👉 Retailer updates site product page
⚠️ The picker made an error and product is in the store/ warehouse but not listed online	👉 Ask retailer to confirm presence of SKUs in fulfilment center 👉 Retailer updates site
⚠️ Retailer hasn't listed the product because 'the category/shelf is full'	👉 Remember that the digital shelf can never be full 👉 Approach retailer with any data supporting a narrative describing how your product will help move the entire category 👉 Seek CatMan's input
⚠️ Inventory level is below a threshold and the retailer has taken it offline	👉 Confirm with retailer and coordinate with supply chain team to maintain sufficient safety stock
⚠️ A recent promotion depleted inventory	👉 Confirm stock levels with retailer, then approach distribution 👉 Implement improved inventory fulfilment planning
⚠️ Retailer has removed product from digital shelf to replenish neighboring physical store	👉 Confirm with retailer and contact supply team 👉 Implement improved inventory fulfilment planning
⚠️ Retailer tech or organization is causing re-ordering and/ or stocking difficulties	👉 Value-added, solution-oriented communication with retailer

Note: For most retailers to take action on OOS, the number of locations affected must be above a certain threshold (25 stores at some retailers). For this reason, granular, geo-complete data is most effective in retailer negotiations.