



# Retail

## Comparing prices



### Challenge

Manual price comparison is time-consuming and can lead to sub-optimal pricing

- **Staff waste valuable capacity** manually comparing prices on different websites
- **Product mispricing** can occur due to inaccurate keying of product pricing
- **Leaders can be hindered in making strategic decisions** by delays in realizing competitor price changes



### Solution

Streamline price comparisons, reduce manual labor and increase data accuracy

- **Spend more time on price recommendations than analyses** using RPA to scan websites and products
- **Ensure pricing recommendations are accurate** by running analyses and cross-checks using real-time data
- **Increase leadership proactivity** by automatically notifying decision-makers when a price changes

### Impact

*Increase pricing accuracy and agility*

### Audience:

- Data Analytics
- Operations
- Sales

