

# Smart pricing trial.

We're trialling a smarter approach to our pricing across 21 identified Merchandising Areas.

## What does this mean?

- 1 We will be on the money vs. the competition across key products that are most popular with our customers within 21 MAs
- 2 We will use Smart Pricing on our core range of products, which often have different prices across our competition. We will price to the most relevant competitor.
- 3 Pricing smarter within the market will enable us to deliver on price for our customers

We are seeing more and more retailers operate smarter pricing strategies to compete within the market on key products and choose smarter ways to price and drive profitability on their core ranges.



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What does this mean for stores?

## Price feeds to Store Mode removed

**You Said:** Feedback has been loud and clear that you would like us to remove visibility of our Price Comparison from Store mode.

**We Did:** We can confirm that we will be removing Price Feeds as part of the Smart Pricing trial. Please note we have made no changes to our Price Promise and this remains in place so we can continue to support customers with our Price Promise USP.

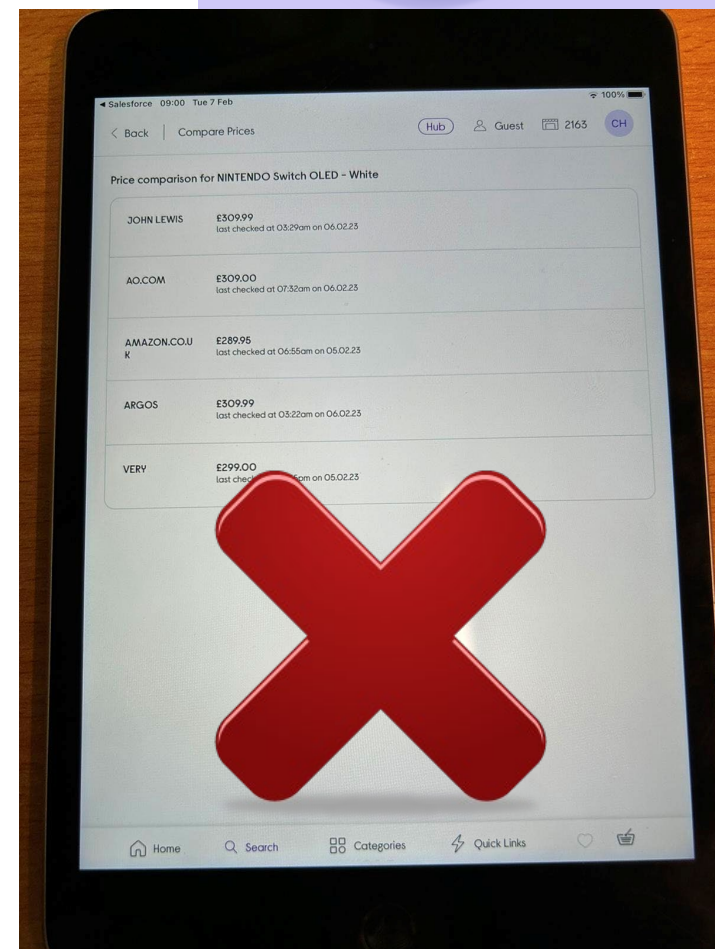
## Pricing & ticket change increase

**You Said:** Does the trial mean we will have more tickets to print on a weekly basis and how will we ensure selling hours are unaffected?

**We Did:** The trial will mean stores will have more tickets to print, however we are supporting you with additional pay roll to be able to manage merchandising. The additional payroll will mean each stores selling hours will be protected, so we can continue to support customers via LIFE.

Each week ticket changes will take place on a week day, avoiding the weekends where we know resource and capacity can be more of a constraint.

The first price changes will go live Thursday 23 February. We will continue to review and monitor the price change process on an ongoing basis throughout the trial, based on your feedback.





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## FAQs

Q: When will the trial start?

A: The trial will start in week 43 (Thursday 23 February) and will run until week 50.

Q: Will our Online channel be trialling Smart pricing?

A: Yes the Online channel will be part of the trial

Q: Will we have new targets and will this affect bonus?

A: There will be no target uplift for stores and the trial will not impact bonus

Q: When will the price feed be removed from Store mode?

A: Price feed will be removed in Week 43 when the trial launches

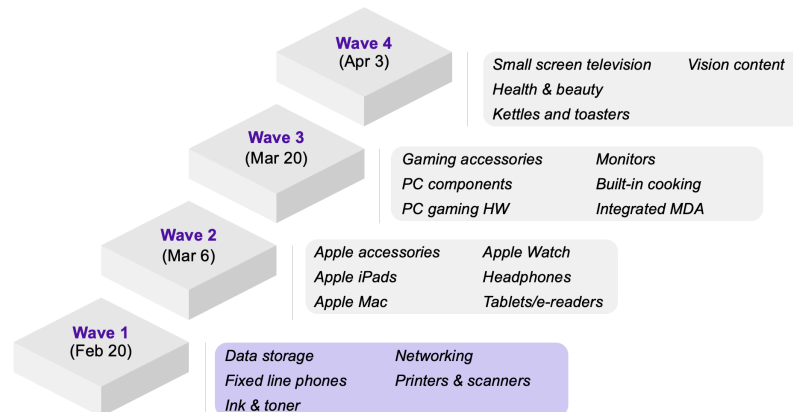
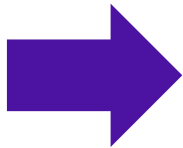
Q: Are Care Plans affected by Smart pricing?

A: Care plans are not in scope for this project and will remain unchanged

Q: Which MAs will be affected by Smart pricing?

A: The trial will affect multiple MAs. New MAs will be introduced every 2 weeks (see schedule below)

Ticket  
change  
schedule



currys