

# NEWSLETTER

Industry News • Insights • Company News • Events • Spotlight

## Industry News

[Why CPG brands are returning to retail \(Tap to read\)](#)

[How Self-Checkout Is Adapting to Meet Customer, Retailer Needs \(Tap to Read\)](#)

[How the end of SNAP emergency allotments is impacting grocers \(Tap to Read\)](#)

## Insights

**Meal Kits** on the rise in the industry as it hits sky rocketing popularity

**Meal Kits Market to Hit US \$ 55.4 Billion in 2032**



## Industry News

### The future is here: Automation to Enhance Processes and Boost Efficiency

Humans cannot handle enormous volumes of data; therefore, we need reliable technology that can assist in simplifying processes and boost efficiency. Today AI and ML technology helps develop consumer relationships while haggling with business threats and challenges with the power of an automation engine. It's an extensive practice that initially demands changes to a store's internal processes and ethos, but the future is optimistic.

Automation has become an essential component of the grocery industry by leveraging advanced technology and automated systems, grocery stores and retailers can operate more efficiently, reduce costs, and improve the overall shopping experience for customers. Automation

can help increase efficiency, accuracy, and cost savings, while also enhancing the customer experience and improving competitiveness. As the grocery industry continues to evolve and become more competitive, the importance of automation will only continue to grow. Grocery stores and retailers that embrace automation and adopt advanced technology will be better positioned to succeed in a rapidly changing market.

Company News

NEW FEATURE

# "RSA America Launches Autopilot - An Automation Feature to Upscale Efficiency, Performance and Competitiveness of Independent Grocers"

**Say Hello To Autopilot!** An automated rule engine for promotion generation, report automation, and fraud detection can provide businesses with valuable insights, increased efficiency, and enhanced customer experience, resulting in improved performance and competitiveness.

## How does Autopilot work for your business?

The Autopilot feature makes manual tasks effortless by generating promotions on dynamic user data, acquire trending insights, notifying weekly, monthly, and quarterly tailored reports, and fraud detection to drive performance and competitiveness.



# What are the key benefits Autopilot have in store for businesses ?



- **Generate Personalized Promotion:** An automated rule engine can analyze complex data, such as customer purchase history, preferences, demographics, and other relevant factors, to generate targeted and personalized promotions. It will optimize promotional strategies by identifying the most effective offers for different customer segments, improving customer engagement, and increasing sales.
- **Driving Decision by Report Automation:** Leveraging complex data analytics through an automated rule engine and making data-driven decisions is now possible. Regular reports, such as weekly, monthly, and quarterly get streamlined by automatically extracting and analyzing data from various sources. It can save time and effort, reduce the risk of human errors, and ensure that reports are consistently generated and accurate. These reports provide valuable insights into key performance indicators (KPIs), sales trends, customer behavior, and other metrics, driving informed decisions, better targeting of customers, and overall operational efficiency.
- **Fraud Detection:** An automated system can analyze transaction data, customer behavior patterns, and other relevant data to detect potential fraud or suspicious activities in real time. It helps identify and prevent fraudulent activities, such as unauthorized access, account takeover, or fraudulent transactions. Automated fraud detection can also generate reports and alerts for further investigation, helping businesses take appropriate action and mitigate risks.
- **Enhanced Customer Experience:** Personalized promotions generated through complex data analytics can lead to a more tailored and relevant customer experience, increasing customer satisfaction and loyalty. It boosts operational efficiency by reducing manual effort, minimizing errors, and improving the accuracy and speed of data analysis, resulting in cost savings, faster decision-making, protecting customer data, and enhancing trust and confidence to improve business processes.

**Ready to implement Autopilot to your business?**

[Tap Here To Get Started](#)

## Events

# ROFDA 2023



Team RSA America recently attended and participated in the ROFDA Spring Conference, which was a great success. The conference provided an excellent platform for us to connect with industry leaders and gain valuable insights into the challenges and opportunities facing independent grocers. Our team was able to engage in meaningful discussions with attendees, sharing our expertise and knowledge of the industry. We look forward to continuing our efforts to support independent grocers across the country and remain committed to providing innovative solutions and exceptional service to our customers.



## SPOTLIGHT

Get Featured on our Monthly Newsletter

We love our customers and our customers love us. To celebrate our partnership, we are introducing our new segment - **Spotlight** where we feature success stories of our ever growing customers and their journey in the independent grocery industry and beyond.

Share your story and get featured on our monthly newsletter from July 2023

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EMPOWERING INDEPENDENT GROCERS