



SmartSense

Improved Productivity
and Increased Food Quality

Kowalski's Markets
redirects over 40 hours
of manual temperature
checks every week in
each store, enabling
more time to serve
their customers.

KOWALSKI'S ◆ MARKETS ◆

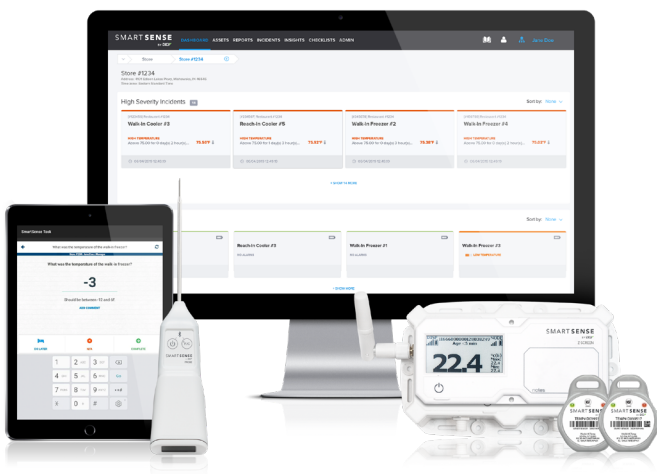
Kowalski's Markets, a supermarket founded in 1983, offers a unique selection of delicious, healthy foods and a distinctly enjoyable shopping experience.

The Challenge

When Kowalski's Markets first came on the scene in 1983, the Twin Cities' grocery landscape looked different than it does today. Kowalski's Markets won over customers with a unique selection of delicious, healthy foods and a distinctly enjoyable shopping experience. Kowalski's Markets had previously been checking temperatures manually across multiple departments within their stores, which was error-prone and time consuming, not to mention less likely to identify conditions that could lead to a food safety issue.

Kowalski's Markets partnered with SmartSense, a leading IoT company, to implement two key capabilities to enable employees to spend more time delivering an incredible customer experience:

- Increased employee efficiency through automated task management.
- Better food quality and safety with real-time temperature monitoring.



The Solution

Task Management for Increased Efficiency

Kowalski's Markets successfully integrated SmartSense technology to ensure the highest food safety and quality standards in the industry by improving compliance through increased visibility and productivity. SmartSense digital checklists ensure task completion with improved employee efficiency, easier compliance management, and guaranteed food safety best practices. This gives employees more time to focus on new services like Kowalski's On-the-Go, a professional shopping service. These redirected hours are better spent on direct customer interaction, leading to a better shopping experience and additional repeat visits.

Improved Visibility into Food Quality and Safety

By automating steps that employees previously did with pen and paper, Kowalski's Markets managed to simultaneously reduce their overhead costs and improve their service. Unsafe temperatures can lead to foodborne illness, which accounts for 128,000 hospitalizations and 3,000 deaths in the US each year. Employees and management can access cooler temperature data in real-time from anywhere, and run analytics and reports through cloud-based software. From any device, they can view dashboards and reports for every individual store, in addition to viewing store data on aggregate. In the deli area alone, each store will redirect over 20 hours per week away from manual temperature checks and back to their core business of serving customers more passionately than their top competitors. Kowalski's Markets realizes additional savings through reducing food waste due to temperature excursions. Real-time alerts notify management of mechanical failures, allowing them respond in time to protect inventory.

The Results

Now that employees have more time to spend on the customer experience and less time on previously manual tasks, Kowalski's Markets has access to food safety capabilities not previously available:

- Employees spend more time working on customer facing initiatives, and less time on menial tasks that do not directly benefit their customers.
- Managers now have more confidence in their food safety strategy knowing that they will be notified immediately to temperature excursions.

Kowalski's Markets placed digital sensors in their coolers and within one week they paid for themselves. Thanks to SmartSense, Kowalski's Markets will redirect over 40 hours of manual temperature checks each week across every individual store, enabling more time to interact with their customers.

"We finally stopped throwing money in the garbage."

Dan,
Operations Manager,
Kowalski's Markets

Kowalski's Markets is confident in their food safety strategy knowing they have trusted a leading IoT provider. With over 30 years of experience, SmartSense provides operational excellence to customers who value warm, intimate shopping experiences complete with friendly staff members ready to assist customers, a top priority at Kowalski's Markets.

