

# Fortune G500 Sports Retailer

## \$260M Customer Experience Performance Improvement: Vitelis over delivers

### Challenge

A Fortune G500 sports retailer engaged Vitelis to uncover factors reducing customer experience performance and identify practical ways to strengthen results. In less than two hours, Vitelis surfaced \$260M in revenue uplift potential.

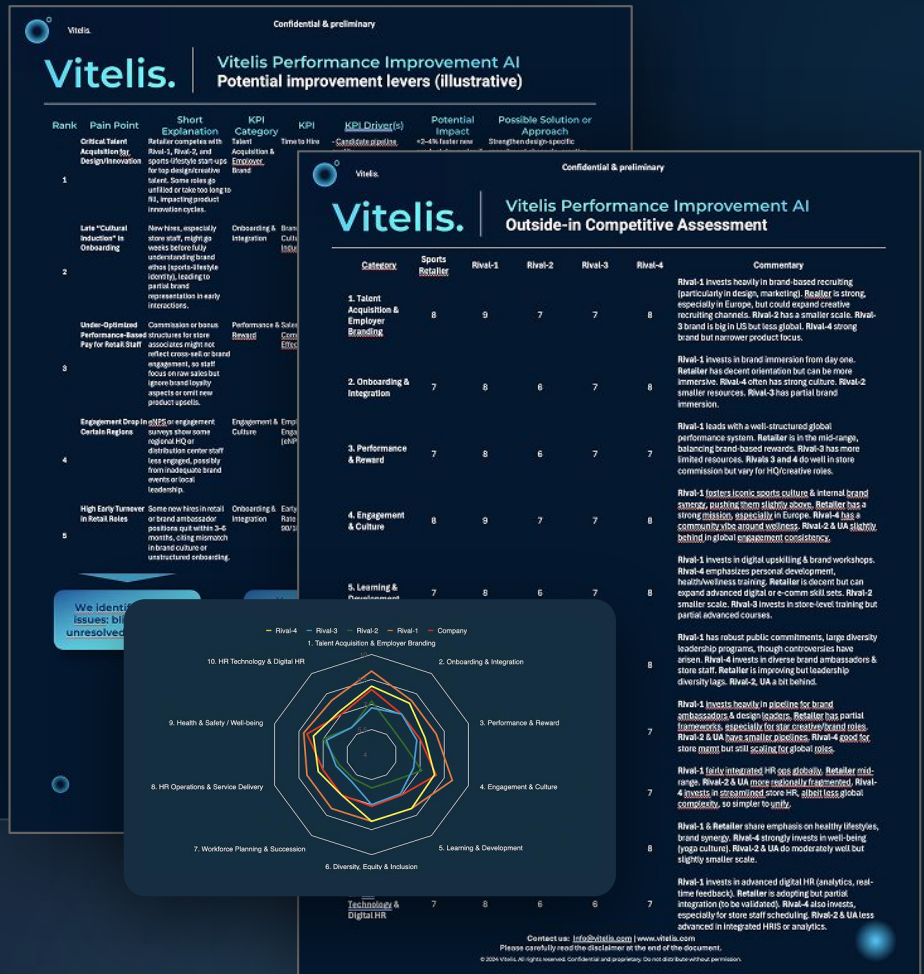
### Hidden Value Drivers Worth \$260M

Vitelis identified 50 improvement opportunities, including previously invisible issues that depressed in-store sales. Root causes included:

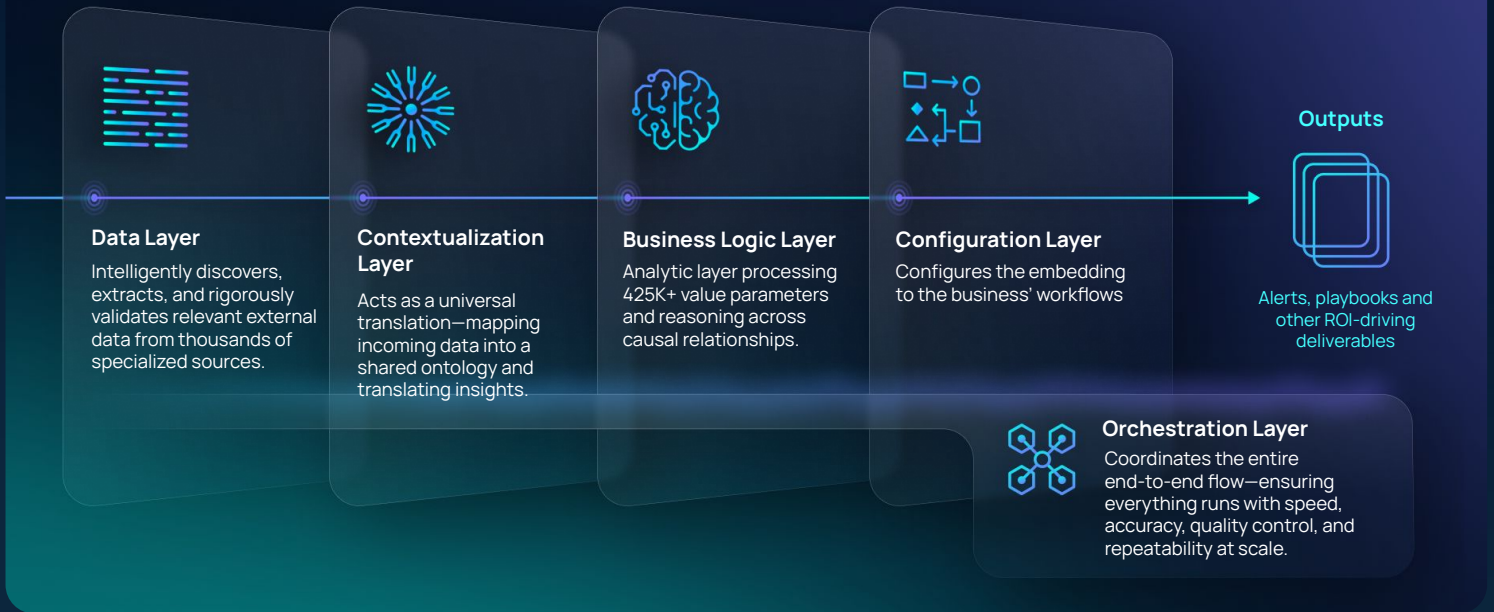
- Onboarding quality issues in U.S. stores
- Training gaps highlighted in employee feedback, while competitor's employees praised their onboarding app
- Slower service than top rivals
- Digital academy underuse (~30% below target)

### Conclusion

Well-executed store-staff training drives measurable sales impact.



## Vitelis Proprietary AI Business World Model: the engine of our platform



## Vitelis Value Intelligence Platform

### See what others can't

Uncovers and prioritizes hidden value opportunities.

Identifies root causes, quantifies competitive gaps, and provides executable solutions.

### Drives priority outcomes

Aligns value intelligence directly to growth, efficiency, customer impact, and execution speed.

### Provide clear paths to action

Delivers execution playbooks, alerts, and reports to support direct action.

### Highly accurate, external-first data

Processes vast amounts of unstructured external data and distills it into structured, decision-ready intelligence. Data is verified for accuracy and auditable.

### 20X+ ROI and fast time to value

Zero upfront investment. No data lift, no integration required. Generates immediate value with 15 pre-built analytic frameworks (eg. CX, Digital Maturity).

### Flexible

Configurable for internal data and frameworks. Outputs are fully customizable.

## Take the guesswork out of improving performance



Identify new growth opportunities, lost revenue and competitive gaps.

