

Healf achieved 75x ROI by reducing stockout

75x

ROI 📈

4% to 1%

stockout in just 2 months 📦

10 hours

saved per week ⌚



Healf, a UK retailer, reduced stockouts through its improved inventory forecasting and exceptional support.

About the Brand

Healf is a community-powered UK retailer that focuses on healthy living and sustainable self-care products across four pillars of health: Eat, Move, Mind, and Sleep. Their mission is to inspire individuals to prioritise their well-being by connecting them with some of the world's best health brands.

At Healf, you'll find a diverse selection of popular products that align with these pillars.

"We decreased stockout from 4% to 1% in 2 months with Prediko. That's hundreds of thousands of extra revenue per year unlocked!"

Billy Kavanagh • Operations Associate at Healf

Multiple Challenges with Inventory Management & Operations

Healf aggregates products from multiple brands so inventory management issues hamper its operational efficiency and customer satisfaction:

- **Inaccurate Inventory Demand Forecasting:** Healf struggled to predict inventory demand accurately, leading to either surplus stock or, more critically, stockouts of popular items. They were not using **one of the top inventory forecasting software available online**.
- **High Stockout Rates:** The company's out-of-stock percentage was higher than anticipated, directly affecting their ability to meet customer demand and resulting in lost sales.
- **Inadequate Support from Previous Solutions:** Healf was managing all inventory operations and SKUs through cumbersome spreadsheets, juggling between both excel and Google spreadsheets.

This complicated both their inventory visibility and ability to make optimal inventory decisions.



Billy Kavanagh
Operations Associate at
Healf

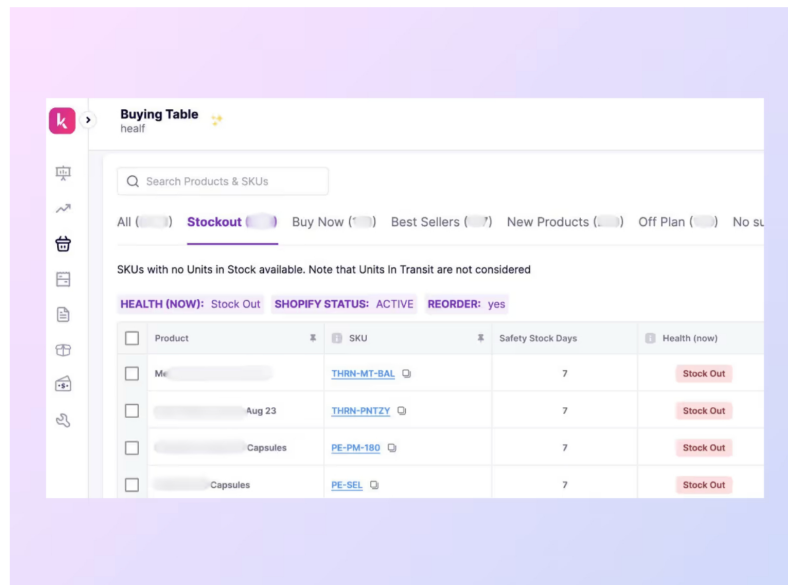
"Amazing App. Gives a great visual on current and future inventory. We decreased stockout from 4% to 1% in 2 months with Prediko. That's hundreds of thousands of extra revenue per year unlocked! Team are super supportive to

any requests too! Would highly recommend!"

How Prediko Solved These Issues for Healf

Prediko's inventory management solution provided Healf.com with the features and support necessary to overcome their inventory challenges

- **Advanced Inventory Dashboard:** Prediko's dashboard gave Healf a clear and comprehensive view of their inventory position, enabling them to make informed decisions about the current situation and also better predict demand.
- **Stockout Reduction:** With Prediko's help, Healf was able to address and significantly reduce their stockout rates, ensuring **that popular items were in stock** when customers needed them
- **Exceptional Support:** Prediko stood out by offering exceptional support, promptly answering queries and providing solutions to Healf's challenges, which was a significant improvement over their previous provider.



Results

Just 2 months into signing up for Prediko, these were the results for Healf.com

- **Reduced Stockout Percentage:** The out-of-stock percentage dropped **from 4% to 1%**, demonstrating a significant improvement in inventory availability and customer satisfaction.
- **Operational Efficiency:** Healf.com saved more than 10 hours per week on inventory management tasks, allowing them to allocate more resources towards growth and customer service.
- **Increased Customer Satisfaction:** Improved inventory management led to fewer stockouts- Always a better shopping experience for customers