

# Homeland Launches Digital Transformation Journey, Starting with Computer-Generated Ordering to Optimize Inventory

OKLAHOMA CITY, OK, UNITED STATES, December 16, 2024 /EINPresswire.com/ -- HAC, Inc., a prominent grocery chain with a significant presence in Oklahoma, Texas, and Georgia, announces the first phase of its multi-year digital transformation strategy, partnering with [Upshop](#) to implement computer-generated ordering (CGO) technology. This foundational step

will revolutionize inventory management and reduce employee-owner time on ordering, creating more convenience for customers in-store.



Upshop is a powerful tool in our digital transformation journey, enabling us to place convenience at the heart of the customer experience."

*Steve Harding, Chief Operating Officer at HAC*

The implementation of CGO technology marks the beginning of HAC's digital evolution, designed to enhance both operational efficiency and customer experience. This innovative platform will dynamically adjust product ordering based on real-time shopper demand, ensuring optimal inventory and ordering across all stores.

## Key Benefits of the Technology Partnership powered by Upshop:

- **Enhanced Customer Connection:** By automating routine ordering tasks, employee-owners can focus on what matters most – building meaningful relationships with customers and providing exceptional service.
- **Optimized Inventory Management:** The platform continuously analyzes and adjusts product orders based on local shopper demand, maximizing sales opportunities while minimizing overstock and shrink.
- **Elevated Shopping Experience:** The combination of improved product availability and increased employee-customer interaction creates a superior shopping environment that builds lasting customer relationships...enabling customers to have both convenience and guaranteed items on-hand.
- **Maximized Freshness:** By improving inventory management and replenishment, HAC can extend the shelf life of fresh products, reducing waste and ensuring that customers always have

access to high-quality, fresh items.

- Foundation for Future Innovation: This CGO implementation establishes the technological foundation for HAC's broader digital transformation journey, positioning the company for continued evolution in an increasingly digital retail landscape.

"Upshop is a powerful tool in our digital transformation journey, enabling us to place convenience at the heart of the customer experience," said Steve Harding, Chief Operating Officer at HAC. "By streamlining operations and enhancing accessibility, we are working to create a shopping journey that meets the evolving needs of our customers."

The CGO system's implementation will provide [HAC Retail](#) with unprecedented visibility and control over its inventory, enabling quick responses to changing customer needs while reducing manual workload. This strategic initiative demonstrates Homeland's commitment to leveraging technology to enhance both operational excellence and customer relationships.

"Homeland's approach to digital transformation, starting with CGO, shows their deep understanding of both operational efficiency and customer service," said Shamus Hines, CEO of Upshop. "Our platform will help Homeland achieve their dual goals of optimizing operations while strengthening customer connections. We're excited to support their digital transformation journey and help create even better shopping experiences for their communities."

Cristin King

HAC Inc.

+1 405-312-5303

[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/769410703>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.