



MARKETLOGIC

REWE
GROUP

Case study

Using AI to enhance knowledge management at REWE Group



Building a strong knowledge base

REWE Group stands out as one of Europe's premier private grocery and tourism retailers — boasting 12 million daily customers, 400,000 employees, and €90 billion in annual revenue. The brands REWE, Penny, Billa, and DER Touristik all fall under the REWE Group umbrella. Naturally, an organization this large in such dynamic markets faces unique challenges in managing and leveraging their vast ecosystem of consumer and market insights.

This is why, since 2015, REWE Group has partnered with award-winning insights management solutions provider Market Logic Software. With more than 15 years of experience in helping innovative leaders bring their insights to life, Market Logic helped REWE Group establish an insights and knowledge management platform known internally as **"Knowledge Hub"**. The platform helps teams across the organization stay innovative and consumer-centric.

“

“Market Logic's goal is to enable efficient, controlled access to insights across REWE Group. We aim to allow each business unit to share key learnings while also maintaining permissions control to safeguard access to confidential data wherever that's needed.”

Rob Robinson

Account Director Customer Success,
Market Logic Software

”





REWE Group's Knowledge Hub platform has been curated over several years with the help of Market Logic. Their data ecosystem is massive, mirroring the complexity and diversity of the organization itself. It consists of reports, studies, desk research, expert posts from more than 100 internal sources and two external sources, 57 RSS feeds. They also employ two APIs.

Every day, the REWE insights team is inundated with questions from across various business units housed within the broad enterprise ecosystem. Additionally, the insights team engages their colleagues by keeping them informed of industry trends and insights through newsletters and specially curated online portals known as Knowledge Zones. In 2024, REWE Group took the next step in its insights strategy by deploying Market Logic's award-winning AI-powered insights solution [DeepSights™](#).

Using AI-powered insights for faster market research

DeepSights is Market Logic's AI for insights assistant, designed to answer business questions by leveraging data and insights hidden within an organization's primary knowledge base and trusted syndicated sources. Using natural language answers, it delivers concise, transparent, and sourceable responses. By integrating DeepSights into their Knowledge Hub, REWE Group has embedded insights across the enterprise, vastly increasing knowledge accessibility and actionability.

DeepSights has transformed how knowledge is managed and utilized within REWE Group. According to Marc Röhder, Senior Business Analyst in REWE's Business Insights & Retail Intelligence Team, one of the most significant benefits is time savings.

In short, business questions which previously required hours of manual research, are now answered instantly. This efficiency has in turn led to a broader range of data being uploaded to the platform as employees recognize the platform's value.

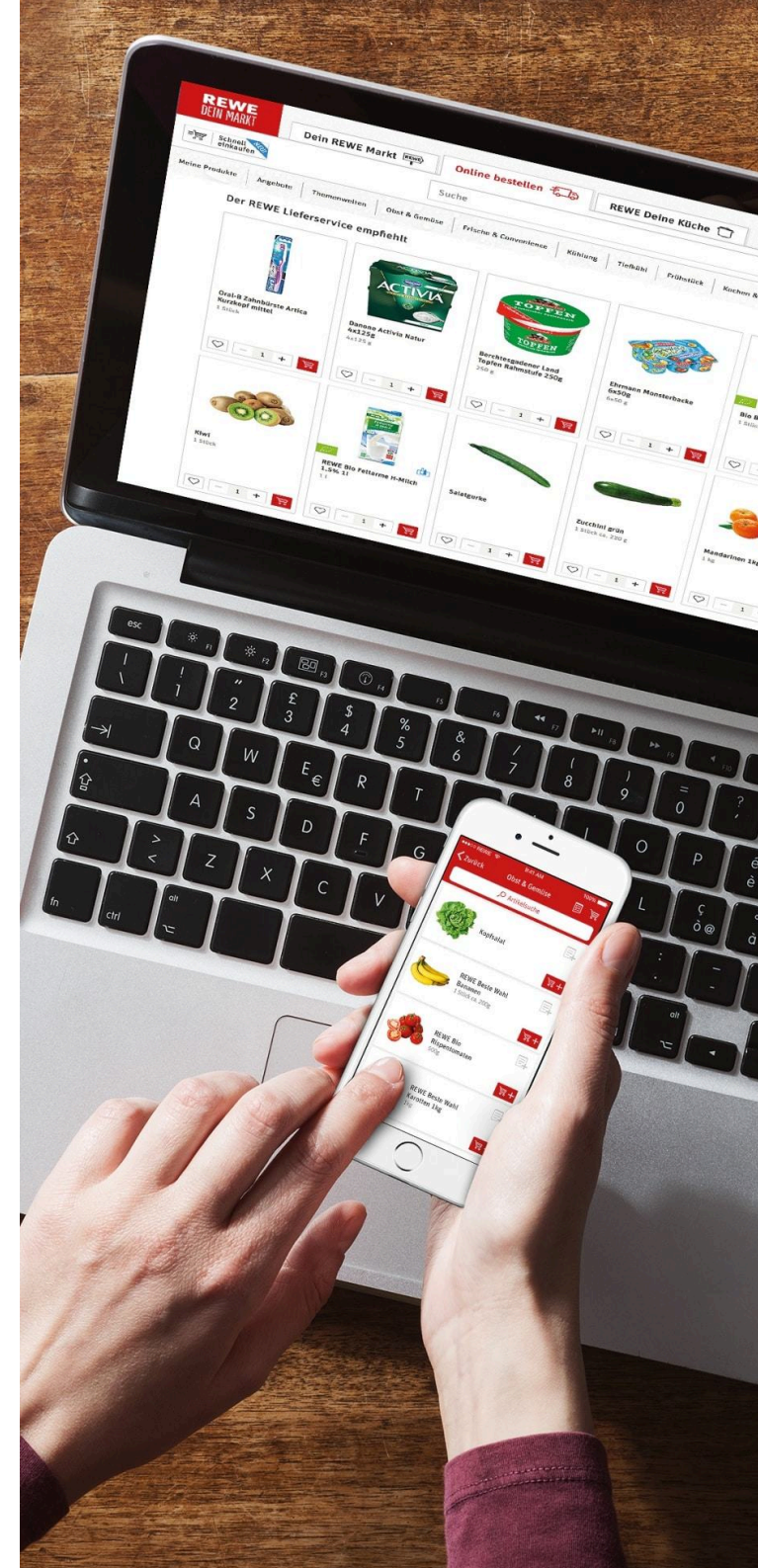
“

“A question like ‘What do we know about sustainability?’ seems like a very easy question, but honestly to assemble what we know can take you a day...now we can see the information and sources we have in DeepSights, and that saves a lot time.”

- Marc Röhder

Senior Business Analyst in REWE's Business Insights & Retail Intelligence Team

”



Deploying and testing DeepSights within the enterprise

The response to DeepSights at REWE Group has been overwhelmingly positive, but achieving a successful roll out did not happen overnight.

Initially, REWE conducted a three-month testing period that encompassed the following steps:



1.

Baseline measurement

The REWE Group insights team first asked their business stakeholder colleagues how satisfied they were with the existing Knowledge Hub platform. This garnered a high amount of baseline feedback prior to the introduction of DeepSights AI components.



2.

Open testing approach

Rather than choosing to deploy DeepSights to a small pilot group, REWE invited all employees to participate in the rollout. This inclusive approach fostered widespread awareness and engagement from the outset.



3.

Expert validation

Alongside general user feedback, REWE involved data scientists to rigorously evaluate the software's functionality. For example they ran extensive analysis to check that DeepSights does not hallucinate answers and ensure its compliance with organizational standards.



4.

Iterative feedback

Feedback from business users and insights experts was continuously collected and shared with REWE Group management, as well as Market Logic, enabling iterative improvements to the platform during the testing phase.



When the three-month testing period concluded, REWE Group found that user satisfaction with DeepSights' efficiency and accuracy was high. This gave Marc and his team the confidence to move forward with enterprise-wide deployment.

Driving adoption and cross-departmental collaboration

Even prior to the introduction of DeepSights, REWE Group has regularly opted for “grassroots” approaches to the adoption of new solutions or processes. They found that regular engagement and training sessions, and even word-of-mouth recommendations from colleagues, greatly improves the usage of new technologies, rather than top-down mandates.

Following internal best practices for DeepSights' deployment, the team employed the following initiatives:



Monthly engagement

Regular training sessions for new users ensured that employees across departments understood how to maximize the platform's capabilities.



Tailored use cases

Marc and his team conducted bespoke sessions to address specific departmental needs. For instance, the buying department leveraged DeepSights to streamline vendor negotiations, while marketing teams used it to refine campaign strategies.



Embedded advocacy

Insights professionals at REWE Group became internal advocates for DeepSights, frequently demonstrating its value during meetings (via the DeepSights Microsoft Teams Connector), or by directly addressing user concerns or questions.





This multifaceted approach to deployment also meant that the insights team had the opportunity to interact with other departments.

Integrating a generative (gen) AI solution also requires close coordination with IT, security, and legal teams to ensure data privacy and compliance. Procurement of DeepSights required collaboration between these departments to ensure that it was implemented safely and effectively, and throughout this process, the insights team had full support.

On the user end, the platform's impact extends beyond operational efficiencies for the insights team. By enabling faster access to insights, DeepSights has elevated the strategic role of the insights team within REWE. Importantly, the simplicity of accessing insights via DeepSights has acted as a "backdoor" into REWE Group's larger knowledge system, increasing the use of all other Knowledge Hub features as well. Today, teams rely more on internal insights, reducing dependence on external sources and safeguarding proprietary information.

Looking towards the future of insights-driven decision making

The deployment of DeepSights marks the beginning of a broader transformation in REWE's knowledge management practices. Market Logic and REWE are continuing their partnership to further scale this technology for better, insights-driven decision-making throughout the group.

Ultimately, however, this is not only a technological transformation but a behavioral one. There still exists some hesitancy around using AI within the insights industry,

“Don't think you will be overlooked — the technology just gives you a lot of tools you never had before. Maybe it looks like magic, but it's just a tool to make your daily work better...we have to embrace the potential of AI, but judgement and human intelligence is still very important.”

- Marc Röhder

REWE Group's adoption of Market Logic's AI-based solution DeepSights, exemplifies how AI can transform knowledge management in complex organizations — helping them unlock the value of their proprietary knowledge and insights.

By embracing a grassroots approach, conducting thorough testing, and fostering collaboration across departments, the REWE Group has set an industry standard for effective AI deployment and adoption. As the company continues to innovate, DeepSights will play a pivotal role in shaping REWE's strategic initiatives — and maintaining its competitive edge in the retail and tourism industries.

To learn more about **DeepSights** and how Market Logic has partnered with other global industry leaders for driving success with AI for insights, visit <https://marketlogicsoftware.com/>.





About Market Logic

Market Logic is a market leading SaaS provider of insights management solutions. Our award-winning AI-enabled insights management platform DeepSights™ allows insights teams to equip business decision-makers with trusted insights at scale and speed. Since 2006, we've helped hundreds of consumer-focused brands across the globe to transform into insights-driven businesses. Market leaders such as Unilever, Vodafone, and Tesco are driving innovation and making smarter market moves with the support of Market Logic.

www.marketlogicsoftware.com

info@marketlogicsoftware.com

Europe

Franklinstrasse 28,
10587 Berlin,
Germany

North America

223 W. Jackson
Blvd, Suite 525,
Chicago, IL
60606, USA

2025 © Market Logic AG. The information contained in this document may not be published or redistributed without the prior written consent of Market Logic Software AG, Franklinstraße 28, 10587 Berlin, VAT Nr. DE 249354497