Smart Vision technology for retail

TILITER

Background

The brick-and-mortar retail industry has never been under more pressure. Despite supermarkets holding fast during the pandemic, there has been a big shift to online grocery shopping, and the need to stay competitive in a low-margin market is ever-present. With the large grocery chains vying for the same customers, every little advantage is needed to set yourselves apart and a smooth checkout can have a huge impact. Customers expect convenience. They are savvier than ever in their choices and will go to the shop that offers them the better experience.

"Online food retailers have been a clear winner from the growing popularity of online shopping, with online food sales turnover growing by 65.1% over the year through February 2021, to reach $9.5 billion." Retail World Magazine

In the fight to stay in the race, innovative retail tech is the battle ground.

1 RETAIL CHALLENGES

Retailers large and small are fighting fires on a number of fronts. Loss and fraud accounted for 62% of a retailer's bottom line in 2020— costing the industry $61.7 billion*. COVID fears are never far away, with customers wanting to know they are safe when they're in the supermarket.

"Retailers must have a plan that ensures the safety of the employees while also trying to maintain business as usual activities." KPMG

Retail processes are manual and labour intensive, with staff management, inventory control and queue management just a few areas where efficiencies can be made.

- Need tech that sees through bags
- Stores don't want expensive and time-consuming upgrades
- Loss of profit due to shrinkage
- Loss of profit due to misapplied TARE
- Loss of profit due to misidentification of produce
- Loss of profit due to misidentification of organics
- Loss of customers due to lengthy lines/frustrations with checkout
- Need to offer hygienic shopping

Our retail customers found themselves looking to the checkout experience to reduce loss in their stores, streamline processes and keep shoppers safe. While barcode scanning is commonly used, the ability to scan fresh produce has proved difficult. Shoppers want the convenience of scanning their fresh produce quickly, in the same way as their packaged goods.

To do this effectively, our customers needed a technical solution that identifies produce through bags, recognises an ever-changing list of categories including organics, keeps up with seasonal changes, and offers an outstanding customer experience. Tiliter's Recognition API ticked all the boxes for large grocers across the globe.

2 SOLUTION TAILORED FOR RETAIL

Technology in retail isn't new. Grocery chains adopted self-serve checkouts a long time ago. The first self-checkouts were launched in 1992 and by the early 21st century, SCOs (Self Checkouts) were everywhere.

Computer vision is a popular choice for retailers, giving them visual feedback, inventory data and the ability to improve the checkout experience. But not all computer vision is created equal.

Tiliter's product recognition tech was the right choice for our partners.

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Tiliter now provides software that can upgrade existing checkouts with built-in cameras or standard cameras. Our advanced computer vision technology can identify hundreds of fresh produce categories out of the box, making it easy for supermarkets to get started quickly. Our Recognition API is already helping our grocery store customers in Australia, New Zealand, the USA, and Europe to speed up the checkout process for shoppers, eliminating the need for a long, alphabetical menu search, which can be a big turnoff for customers.

Our software solution allows customers to keep their existing hardware while adding the power of Tiliter's software to the checkout. Most customers have opted for scanner equipment with pre-installed cameras, providing a faster and more convenient checkout experience for both customers and cashiers. With no need to remember endless PLUs, cashiers can increase throughput at the checkout. Brick-and-mortar retailers worldwide can transform their operations and offer their shoppers a convenient checkout experience by adding Tiliter's Recognition API to their existing scales or POS.

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"Our biggest barrier to sales right now is the question of theft and loss prevention and this solves it."
Bizerba

3 THE RESULTS

- Experience – No frustrating lookup menus & fast product identification
- Bag detection – Can identify if any type of bag is used and remove TARE weight
- Prevents fraud – Prevents incorrect product selection to mitigate fraud
- Organics – Can differentiate between organics and non-organics
- Accurate – Predictions returned at 95% accuracy, even through bags
- Pre-trained – Our software works immediately, no training needed

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By using an accurate product recognition solution, shoppers can reduce their touchpoints by 63%, and because queues can move quicker, shoppers can avoid spending too much time in close contact with fellow shoppers. The shopper avoids annoying search menus, saving valuable time off the checkout and offering a better checkout experience.

"Tiliter's varied 'optical recognition' approach means time-starved customers are no longer frustrated during the product labelling process. Retailers benefit additionally from unprecedented variety-specific accuracy that aids inventory and profit control."
Joe Cabral, Retail Consultant Bizerba

"As a Scan & Go user me, the scales are responsive and are great to use!"
Brad, Store Manager, Countdown Ponsonby

"The scales are great; the produce recognition is fantastic!"
Samantha, Store Manager, Woolworths Mona Vale

Tiliter AI is 10 X faster than manually searching for items

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4 WHAT DOES THE FUTURE HOLD FOR OUR CUSTOMERS?

The landscape is changing and innovating fast. Autonomous stores have become a reality, with Amazon's first fully autonomous store opening in 2018 in Seattle enabling shoppers able to avoid the checkout altogether. This tech is still expensive, hard to scale and out of reach for most. But it indicates the appetitive for innovation amongst retailers and the fact that shoppers are drawn to exciting new shopping experiences offered by new tech. At this point, according to the Annual Retail Technology Study by RIS, only 3% of retailers have implemented computer vision tech, with 40% planning to adopt it in the next two years. In other words, our customers have not only found the right tech, but they are already ahead of the game.

We want to level the playing field for retailers today. Our competitively priced computer vision products are accessible for all, in line with our vision to democratise computer vision. If you're ready to automate and enhance your retail processes and offer your shoppers an experience that keeps them coming back for more, join the AI revolution happening at Tiliter.
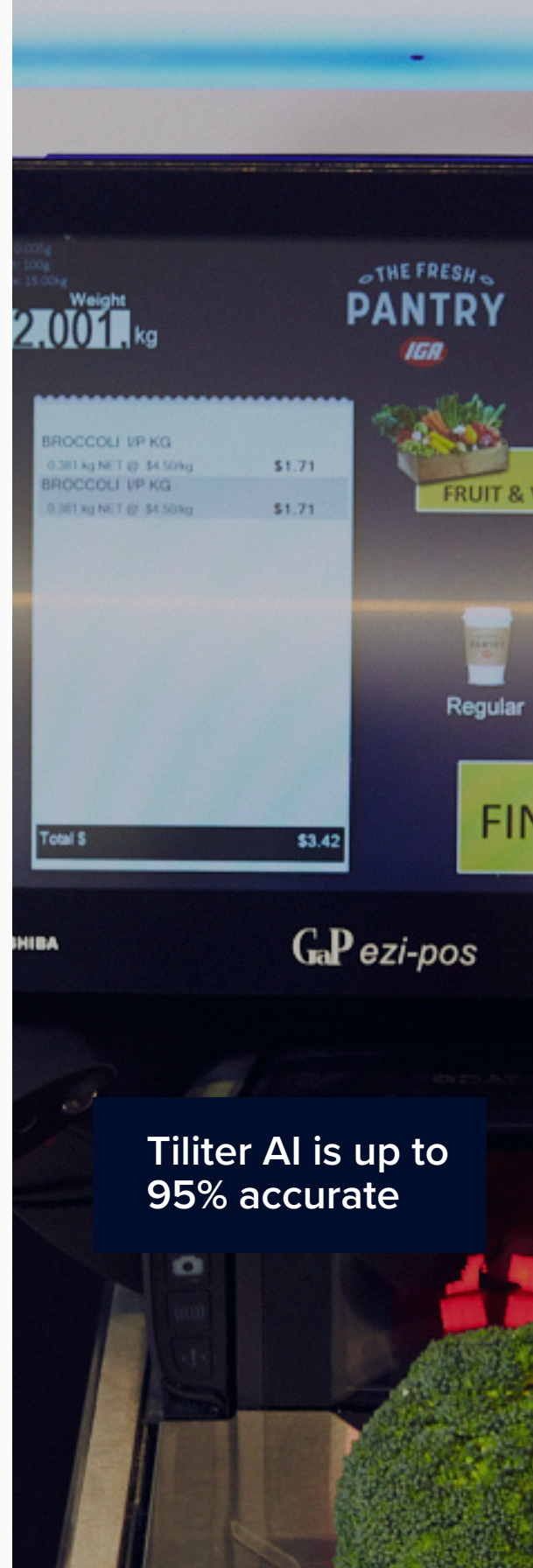
Tiliter AI is up to 95% accurate

Contact us for access to our Software today

About Tiliter

Tiliter is a Sydney-based AI company pioneering new technologies with a focus on retail product recognition. Tiliter uses AI and a unique data approach to disrupt industry practices and create the future of reta algori
For more information or to schedule a demo, visit www.tiliter.com

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