

How a top food brand saved over **USD 150K** in its store payouts



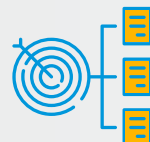
20%
improvement in
on-shelf metrics



\$600K
store payouts
managed



2%-4%
same-store
sales lift



97%
accuracy in data
gathered across
general trade stores

The Wishlist



Accurately measure key shelf metrics and execution performance across **15000+** stores.



Identify stores with low Share of Shelf and **prevent out of stocks** in real time.



Ensure store-level promotional compliance to **determine appropriate store payouts**.



Determine **optimal SKU mix** and quantity of assortments to be distributed to the right stores.



Determine what **discounts and offers** to be offered to stores and through what channels.



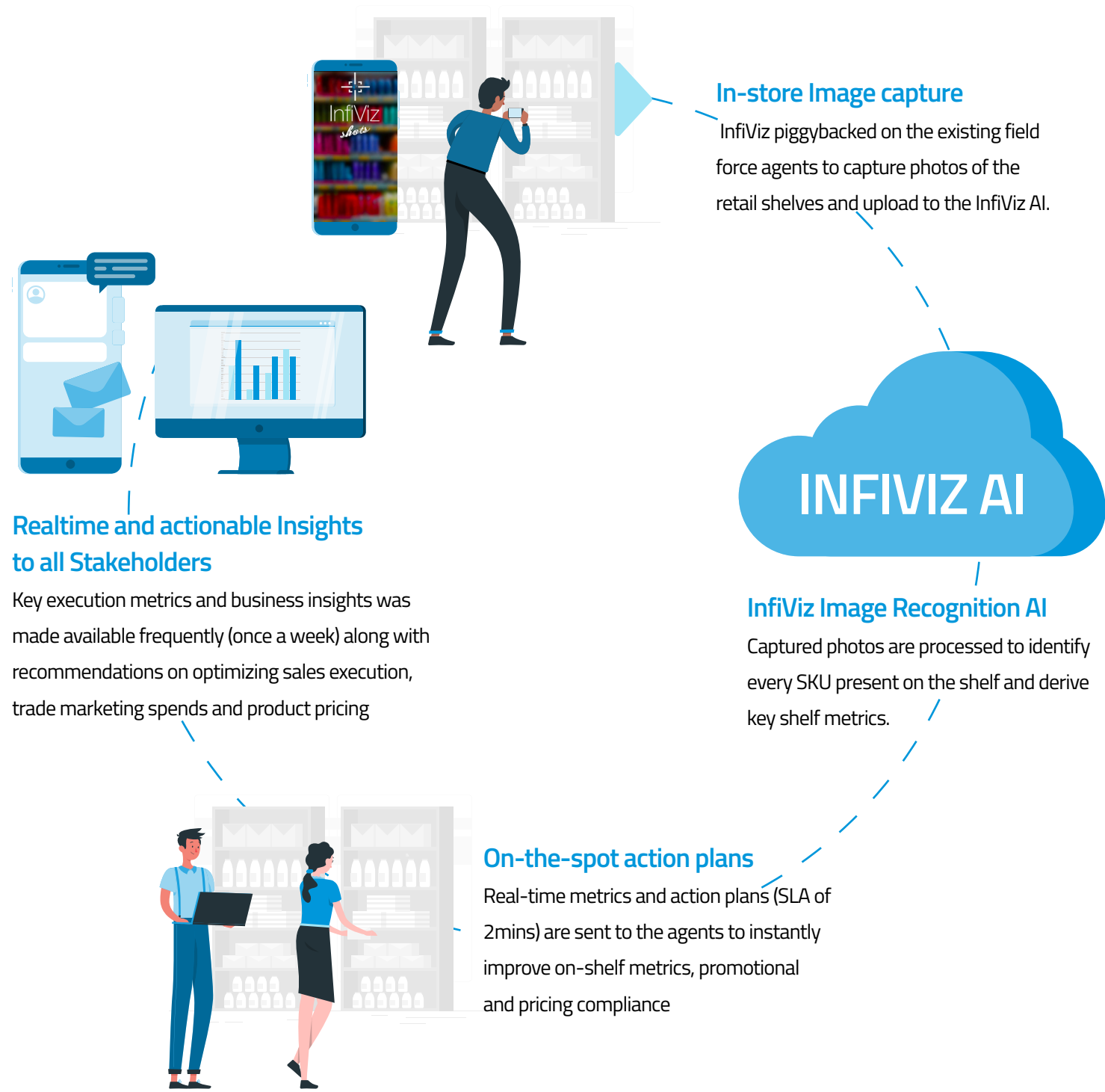
Challenges

Gathering accurate and real-time in-time store data, at scale is a big pain point that traditional manual audits and store sampling can't resolve. The data gathered by third party research firms and their network of auditors are often coarse-grained, inaccurate, and time consuming (data availability after a month).

Sales leaders could only get piece-meal information on brand-level share of shelf and on-shelf product availability from only a sample set of stores. This severely limited their capability to make systematic and continuous improvement to improve execution performance and sales in every store.

The Infilect Approach

Infilect deployed InfiViz, an image recognition AI to deliver accurate and real-time retail execution insights to all stakeholders. InfiViz solution operates in the following way:



Precision product detection
of any shape and size



Accurate identification of
promotional displays, POSMs



Number of
Stores

15,000



Total
Field Force

480



Frequency of
store visits

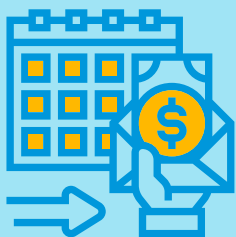
1 per week



Total images
captured in a month

500K

Business Impact



\$600K store payouts determined by InfiViz

Per-store precision-merchandising actions with merchandiser performance metrics, and inputs to manage payouts



2%-4% Same-Store Sales Lift

Real-time fine-grained actionable insights to improve on-shelf metrics such as SOS, OSA and prevent out of stocks



Targeted distribution and store fulfillment

Per-store precision-sales actions and competitor analysis to improve SKU penetration based on demand at per-store-level



Competitive intelligence

Competitive comparison of display, promotional and pricing metrics, resulting in 20% improvement in share of shelf metrics.

About Us

Infilect is an Enterprise SaaS provider for retail manufacturers, retail brands, and retailers. With innovations in Image Recognition and AI, Infilect's products empower the retail industry with unprecedented visibility into omnichannel sales, in-store merchandising, and store operations. Infilect uses Computer Vision and Artificial intelligence technology to convert visual data into intelligent and insightful business insights that help monitor retail or store operations, improve brand visibility inside stores and boost per-store sales performance. Presently, we serve top global retail brands including Procter & Gamble, Coca Cola, Britannia-India, ITC-India, Lowes, AbinBev, Samsung, Heineken and more. Our solutions are deployed and scaled in 16+ countries and 400K stores worldwide. Today, Infilect processes over 4 Million in-store images per month and empowers retail leaders with real-time visibility into their in-store product, promotions and pricing strategies. For more information, visit <https://www.infilect.com>



<https://www.linkedin.com/company/infilect>

Schedule a demo



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