



## An American Multinational Consumer Goods Corporation Increased Its Sales By Leveraging Infilect's Image Recognition AI Solution.

A global leader in the consumer goods industry significantly improved its retail execution performance and per-store profitability across the Indonesian market with the help of Infilect's flagship product, InfiViz. The solution was deployed successfully across all its Modern Trade stores, OTC pharma, and wholesale channels.

## Key Highlights:

- ✔ 30K stores covered across Indonesia
- ✔ Improved adherence to the 100 Visibility Golden Point rules
- ✔ 25% improvement in On-Shelf-Availability
- ✔ 1000 SKUs recognized by Image Recognition AI
- ✔ 97% accurate execution insights
- ✔ Setup time less than 6 weeks



- An American multinational consumer goods company with a presence across 73 different countries.
- Operates in prime categories like hair care, baby care, shave care, skin care, fabric care, health care, and OTC pharma.
- The annual worldwide revenue for this consumer goods giant in the year 2020-21 was approximately \$76 Billion.

## Infilect:

Infilect is the world leader in Image Recognition, a specialist in solving CPG's real-world retail execution problems and helping them drive per-store profitability at scale. Infilect's flagship products use visual intelligence algorithms to provide real-time and most accurate on-shelf metrics, and AI-powered recommendations to drive store-level brand visibility, compliance tracking, and competitive intelligence.



Deployed Across  
**16+**  
Countries Worldwide.



Covers  
**400k**  
Stores Monthly.



Processes  
**25M**  
Images Per Month.

## Challenges That Hindered In-Store Sales:



- Inability to generate real-time in-store execution insights accurately.

Manual Audits

Limited Scalability

Slow & Cumbersome



- Inability to track real-time shelf metrics and map planogram rules.

Low Share of Shelf

Out-of-Stock



- Inability to monitor and measure visibility rules, promotional displays & pricing compliance inside the stores, and determine appropriate pay-outs.

Low Brand Visibility

Non-Compliance



- Lack of better tools and platforms to deliver real-time execution insights, while the existing ones couldn't deliver the same.

Other Image Recognition Apps

No real-time insights

## The Need Of The Hour:

### **Real-time and accurate per-store execution insights:**

This global consumer goods leader desired to adopt more proactive and instant insights to respond faster to execution issues. They also wished to improve their Share of Shelf per store/category and subsequently boost the overall market share.

### **Digitize manual in-store audits:**

Determining and measuring their brand presence in every store was impossible through manual audits and hence, they were looking for a faster and scalable solution to deliver real-time retail execution insights.

### **Inability to monitor their custom visibility rules and store-level compliance:**

The multinational consumer goods corporation wished to track its Visibility Golden Point rule and other execution standards to measure the visibility and placement of its premium product categories on the shelf.

### **An alternative and superior Image Recognition solution:**

They were not new to using Image Recognition solutions for their Modern and General trade channels. But the other solutions were unable to generate real-time insights and quickly recognize new SKUs on the shelf.

## The Way to a Perfect Store:

- Improve On-Shelf-Availability in each product category and channel.
- Ensure full adherence to the internally set visibility rules.
- Improve per-store sales with intelligent system-generated recommendations.
- Determine personalized discounts and offers for each store and channel.
- Determine optimal SKU mix and quantity of assortments to be distributed to the right stores.



# InfiViz By Infilect: The Key to Excellence & More



Infilect deployed its flagship Image Recognition product called InfiViz AI to help this American Multinational Consumer Goods Corporation with its challenges.



## Scale and Deployment

Total Stores Covered  
**30,000**

Total Images Processed  
Per Month **1.4 M**

Total Skus Detected  
**>1000**

## Solution Architecture

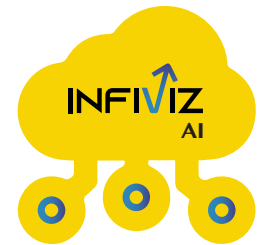
The Consumer Goods Conglomerate approached Infilect to implement InfiViz Image Recognition AI to gather insights on sales execution, promotion, and pricing across 30,000 stores in Indonesia.

### InfiViz Shots mobile app

Capturing of high quality in-store images by on-field merchandisers.



Critical and actionable execution insights are made available on the InfiViz Dashboard or integrated with their Data Lake.



Accurately identifies SKUs and display promotions from the images captured from every store.

Execution insights and targeted action plans are available to on-field merchandisers within 60 secs.

## Channels Covered

	Modern Trade	OTC Pharma <i>First of its kind setup</i>	Wholesale Distributors <i>First of its kind setup</i>
No of merchandisers:	125	375	250
No of stores covered per week:	5k	15k	10k
Total images processed per month:	1 Million	240k	160k

## The Need Of The Hour:

### Massive improvement in retail execution with real-time insights.

- ✔ Delivered shelf metrics and retail execution insights to on-field merchandisers within 60 seconds.
- ✔ Delivered >97% accurate on-shelf metrics such as On-Shelf-Availability, Share of Shelf, and more.
- ✔ Identified its own SKUs against competitor SKUs at the brand level.
- ✔ Identification & recognition of new SKUs on the shelves in less than 2 days.
- ✔ All shelf-level data and analytics were populated on the internal data lake and made available for all key stakeholders.
- ✔ Improved penetration of SKUs per store (at brand & SKU level) through per-store precision-sales actions provided to sales managers/salesmen/retail stores.



Accurate and dynamic SKU detection

Detection of promotional displays and POSMs

>95% accurate detection even in cluttered shelves

## Operational Impact:



**25%**

week-on-week improvement in on-shelf availability.



**>95%**

accuracy in detecting SKUs, displays, and POSMs.



**15%**

of stores were discovered to be non-compliant.

## Stakeholder value created:

### Sales Directors

- Ability to lift per-store sales with real-time execution insights.
- Achieved targeted store distribution.
- Identified new growth opportunities in the existing stores.

### Trade marketing leaders

- Easy identification of non-compliance in real-time that helped save millions on retailer payouts.
- Incentives planning at a per-store level based on measured metrics.

### On-field merchandisers/Salesmen

- Super easy in-store image capture.
- Fixing execution and compliance issues instantly with real-time insights made available within 60 seconds.

## Business Impact:



**2%-5%**  
lift in per-store  
sales.



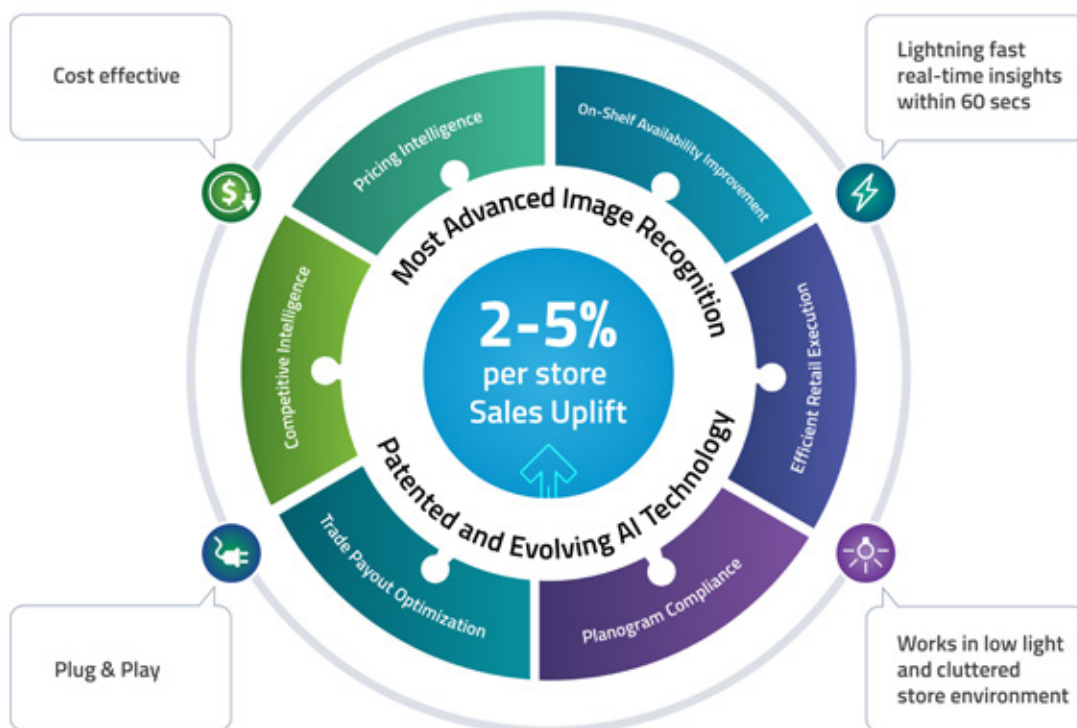
**30%**  
trade payouts  
impacted.



**60%**  
reduction in store  
audit time.

## Why Infilect?

- ✓ Patented and advanced Image Recognition algorithm.
- ✓ Cost-effective (20% less expensive)
- ✓ Less setup time : <2 weeks.
- ✓ Easy to use, no new learning curve.
- ✓ Execution insights in 60 seconds.
- ✓ Recognition of new SKUs on shelves within 2 days.



For more information, talk to our experts  
Sales: [anand@infilect.com](mailto:anand@infilect.com) | Partnerships: [vijay@infilect.com](mailto:vijay@infilect.com)