



Enhancing On-Shelf Product Availability and Retail Execution Performance: A Success Story of a Leading Convenience Store Chain in Indonesia Leveraging Infilect's Image Recognition Solution

This success story highlights swift adoption of Image Recognition and AI platform by a leading multi-brand minimart chain in Indonesia which has over 17,000 stores spread across Indonesia, with an influx of 4 million customers daily.



Wishlist

- Measure the availability of products on shelf from leading personal care brands and mitigate out of stock situation within 4 hours of discovery
- Optimise and plan shelf space and obtain evidence of the same from key outlets
- Ensure optimal stocking of high selling SKUs

Infilect

Infilect is a global 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, AI-powered recommendations to drive store-level brand visibility, compliance tracking, and competitive intelligence.

JOURNEY SO FAR



Deployed Across
18+
Countries
Worldwide.



Covers
400k
Stores Monthly.



Processes
25M
Images
Per Month.

The customer faced multiple challenges and wanted to understand

- How to prevent stock-outs and identify stores that allocate a low Share of Shelf and make continuous fixes and improvements daily?
- How to ensure stores are compliant to set promotional guidelines so that their displays and POS materials are optimally positioned inside stores and appropriately determine store payouts?
- How to determine what mix of assortments to position, in what quantity, and to which stores to stock? How to determine what offers or discounts should be offered to stores in different channels?

Challenges at various retail touchpoints

- Lack of timely information of shelf-level metrics such as On-Shelf Availability & Share of Shelf
- Relying on manual audits - Slow process, data available only once a month
- Inability to cover large number of stores by their field force and delayed identification of execution gaps
- Ensuring consistency in implementation of promotional materials and trade marketing compliances
- Timely identification of stores which are understocking and overstocking products



Out of Stock

Incorrect Share of Shelf

Infiviz By Infilect: Driving per-store profitability and boosting retail execution performance, at scale

Infilect deployed its flagship image recognition product, **Infiviz AI**, to help the customer overcome its challenges. Infiviz was demonstrated for 3 months in Indonesia metropolitan city across 80 Modern Trade stores. After a successful setup and satisfactory demonstration of desired results, the customer wished to expand the scale of Infiviz operation to cover 5,000 stores to gather more fine-grain insights at scale and conduct regular compliance checks on in-store promotions and pricing.

Scope & implementation



Total Field Force
480



No. of Stores
5,000

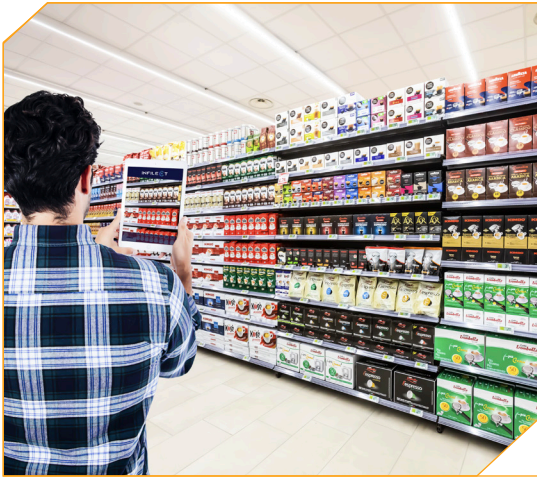


Frequency of Photo capture
Thrice a day

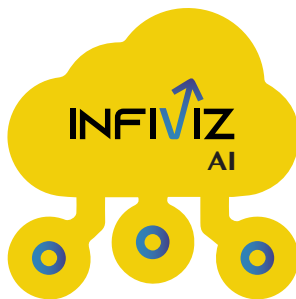


Total Photos
Captured a Month
42+

Solution Architecture



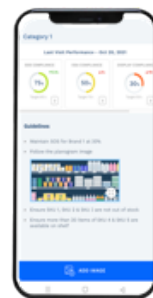
- Existing store staff were trained over a couple of sessions to understand how to use
- AI-assisted in-store image capture using InfiViz Shots mobile application.



- InfiViz AI was trained to identify key SKUs, from top personal brands, from the images captured by the store staff.



- All detected SKUs, and other data were populated on a single dashboard and made available to the sales leaders in the form of smart data visualisation and analytics.



Impact - Improved Retail Execution

- Faster & Automated store audits by the same field force
- Accurate and dynamic SKU detection
- Delivered >95% accurate on-shelf metrics such as On-Shelf Availability, Share of Shelf and more.
- Detection of promotional displays and POSMs to ensure 100% adherence to promotional compliance



SKU Pricing
Detected

100%
On-Shelf
Availability

Instant Revenue Impact

- 20% improvement in On-shelf metrics within 4 weeks
- Penetration of key SKUs were discovered to be only about 63% against 75%+
- Discovered over 27% shelves did not display the distributed POSM
- Competitors were discovered to have greater brand visibility than expected

2%-4%

Same-Store Sales

\$1600K

Retailer payouts
determined by InfiViz

Why Infilect?

Infilect is a global Enterprise SaaS provider that offers Retail Visual Intelligence solutions for global CPG manufacturers & retailers. The Image Recognition & AI solutions empower CPG sales & marketing leaders with accurate and real-time shelf intelligence & in-store execution insights to ease retail decision-making and significantly boost store sales and trade marketing ROI.

Far Ahead Of Competition

■ 1 week

Fastest setup, Instant recognition of 1K+ SKUs

■ > 95%

Accurate insights gathered across all stores

■ 60 secs

Availability of execution insights & action plans to field-force

■ < 3 days

To recognize new SKUs on the shelf

■ < 15 days

To integrate sales & distribution data with IR-based on-shelf data

■ 30X

ROI on InfiViz

For more information, talk to our experts

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