



Overcome your toughest brick and mortar retail challenges with the power of data insights

VISION™ is more than just a technology purchase. You get a customized package of best practices and insights finely tuned to tackle your specific operational, merchandising, customer engagement, field performance and sales needs.

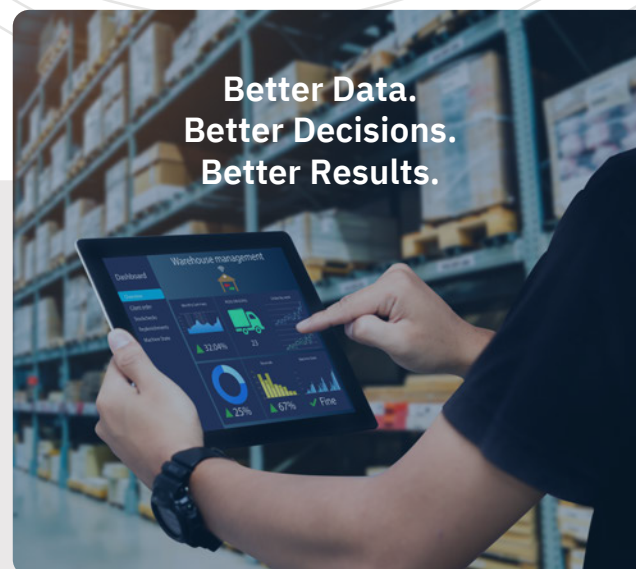
VISION Makes Data a Sustainable Competitive Advantage

We go beyond electronic forms to capture in-field and in-store activities. Then, additional data from internal and external sources are integrated for a truly comprehensive picture of your retail operations – one that drives confident and informed decisions to positively impact products, stores, and merchandise, as well as sales and operational performance – locally, regionally, nationally, globally.

A Winning Combination of Features

Our retail-optimized technology platform provides a broad range of features to support your brand and retail operations and execution.

- Coverage Compliance & Analytics
- Staff Scheduling & Tracking
- Patented Location Based Compliance Management
- Fully Customizable Smart Forms
- Dynamic Dashboards
- Field & Store Activity Analytics
- Actionable Notifications
- Task Management



Insights That Drive Results



Employee Engagement

From HQ to the field to a store, improving employee engagement drives productivity, job satisfaction, and dynamizes the customer experience.



Brand Experiences

A deep dive into how merchandising, field performance, pricing, competition, and other factors impact brand experiences.



Sales Performance

Boost conversion rates, grow basket size and bundles, and drive revenue by improving store appearance, employee engagement, and customer experience.



Proactive Leadership

Internal and external data unified at your fingertips, distilled down to crystal-clear insights for confident planning, decision-making, and maximum ROI.

VISION is a comprehensive mobile solution for perfecting field ops execution, streamlining retail workflows, boosting staff effectiveness, and maximizing visibility over retail settings.

For more information visit:
mobileinsight.com



Your Business with VISION™



1. PRIORITIZE

Prioritize Key Business Outcomes and Create Customized Smart Forms

We help prioritize your most important business goals. Then, using industry best practices and years of retail and brand management insights, we create custom smartforms based on role, activity, and location.



2. SCHEDULE AND TRACK

Schedule and Track Resources, Merchandise and Field Teams

Assign resources to specific activities and locations. You determine the frequency of activities, whether based on a calendar or other key variables. Set goals and key performance indicators. Receive immediate notifications when schedule compliance issues arise.



3. SMART DATA CAPTURE

Capture Activity Data with Customized Smart Forms

Field teams, in-store personnel, and 3PL /staffing contractors use mobile devices to fill out forms and take pictures. This provides real-time visibility to in-store conditions, merchandising and pricing compliance, competitive intel, and more.



4. ACTIVITY COMPLIANCE

Compliance With Our Patented GPS-Enabled Services

Ensure field teams and 3PLs are performing the right tasks, at the right time, in the right location. GPS-enabled tracking means you can be sure photos are taken on-site and not uploaded from a phone gallery.



5. DATA INTEGRATION

Add Additional Context

Along with the frequency, quality and content from smart forms data, VISION integrates other data to give you a complete view of your retail operations. We can integrate additional context including POS, training (LMS), in-store customer journey (video, smart mats), product movement (RFID), inventory (systems and robots), footfall traffic, and environmental data (weather and traffic), just to name a few.



6. REAL-TIME UPDATES

Receive Automated Escalations & Manage Tasks

Combining multiple data sources also drives automated escalations to notify pertinent team members and creates tasks to ensure rapid issue resolution.



7. INFORMED DECISIONS

Leverage Insights From Customized Dashboards and Reports

Daily, weekly, and monthly summary reports on team, store, merchandise, pricing, competition, and other KPIs are available. These provide insights with drill downs into global, national, regional, territory, market, location, 3PL, and employee-specific information.



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