



## GATHERING FASTER FIELD INTELLIGENCE WITH IMAGE RECOGNITION

Over the past decade, Sales Force Automation tools and cloud-based Retail Execution software have liberated the CPG field force. Gathering field intelligence at the store level has become quicker and easier due to automated task lists and guided selling. But, the evolution doesn't stop there.

Machine learning and advances in mobile technology are making it possible to achieve the perfect shelf with data generated from a series of photographs. Image recognition apps have the power to analyze a picture of a cooler, shelf display, or end-cap, and within minutes, produce critical in-store data. Field reps can obtain actionable data regarding share of shelf, out-of-stocks, planogram compliance, and expired price tags -- before leaving the store.

“**Transmit, analyze, and obtain a report in less than two minutes.**”





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### **SHELF CONDITIONS STILL COUNT**

Despite a burgeoning e-commerce marketplace, shelf conditions at brick and mortar stores still count – and effect the bottom line. According to Nielsen, over 70 percent of purchase decisions are made at the shelf and out-of-stocks attribute to \$29.1 billion in lost sales. The swift output of data that comes from image recognition highly promotes on-the-spot conversations with retailers. Field reps who can address restocking activities with a retailer and make shelf corrections immediately have a major competitive advantage.

While Retail Execution activities are critical to success at the shelf, it can be a time-consuming and labor-intensive operation. A study by the Promotion Optimization Institute reported that only 20 percent of CPG companies are satisfied with their ability to execute at the store level.

Snapping a series of pictures can complete multiple in-store tasks with a single action, reduce manual counting, and get field reps back to selling.

### **THE NEED FOR SPEED**

Solution providers are continuously improving image recognition technology to accelerate productivity levels in the field and the speed of information. The time it takes to transmit pictures to a cloud-based back-end solution, analyze the images, and then send a variance report back to the field rep clocks in anywhere from one hour to 24 hours. Leading Retail Execution solution provider eBest Mobile has the process down to less than five minutes, while maintaining high accuracy rates and reducing the cost per image by at least 50 percent.

## **KEY BENEFITS OF IMAGE RECOGNITION TECHNOLOGY**

**1**

Digitize critical store metrics and align the data to sales performance

**2**

Obtain a more complete and accurate dataset of shelf conditions

**3**

Leverage the data to improve trade promotion activities