



SHELF CONDITIONS STILL COUNT TO WIN CONSUMERS

Despite the convenience (and popularity) of ecommerce, brick-and-mortar stores drive the majority of sales for FMCGs. Yet, the opportunity to drive brand growth and consumer loyalty at the shelf is continually missed. Why?

Too many manufacturers overlook the business value of arming their field reps with retail execution tools that can improve shelf conditions on the spot.



39%
SAY INCREASING
RETAIL EXECUTION
& PRODUCTIVITY
IS A TOP ISSUE

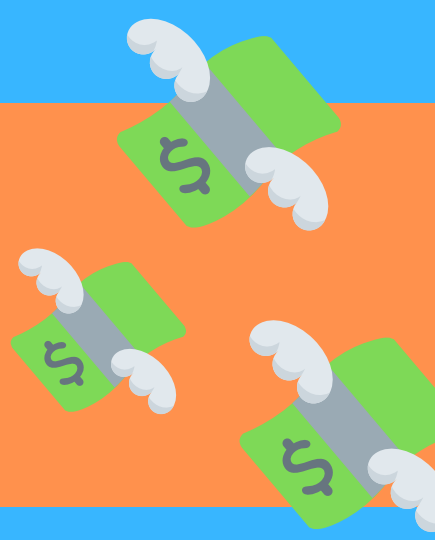


20%
OF GROCERY
SHOPPING DONE
ONLINE BY 2025



80%
ARE UNSATISFIED
WITH ABILITY TO
EXECUTE AT
STORE LEVEL

14% LOSS IN SALES DUE TO INEFFECTIVE EXECUTION OF ACTIVITIES AT THE POINT OF SALE



CONSUMERS WILL CHOOSE A REPLACEMENT IF PREFERRED BRAND IS:



- Not visible/Blocked by another item
- Missing a price tag
- Not in "normal" location

OUT-OF-STOCKS AFFECT EVERYONE



Retailers lose \$145 billion annually



Consumers experience out-of-stocks during 1 in 3 shopping trips



Lost sales due to out-of-stocks is a critical issue for 69% of manufacturers

RETAIL EXECUTION 'SURVIVORS' VS. 'THRIVERS'

SURVIVORS



- 44% collect field data using manual processes
- Accuracy levels for manual store checks fluctuate between 60% and 83%
- On average, it takes 20 human hours to audit 10,000 products

VS

THRIVERS



- 95%+ accuracy using SFA software & smartphone camera during store checks
- Snap, transmit, analyze, & receive report of shelf picture in less than 5 seconds
- 100% visibility into real-time store conditions



36% HAVE CHALLENGES FINDING TOOLS THAT ENHANCE FIELD REP PRODUCTIVITY

EFFICIENCY & EFFECTIVENESS ENABLERS DO EXIST

- Image Recognition reduces manual efforts
- Gamification encourages friendly sales competition
- Voice Recognition offers hands-free conveniences
- Guided Selling adds speed and organization to store visits
- Supervisor Coaching ensures sales goals are hit consistently



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Sources: Digital Commerce 360, Symphony Retail, POI, EIQ, IHL Group, Gartner, Planorama, Nielsen, CGT