



How Infilect's Image Recognition AI is Helping The World's Leading Beverage Brands Boost Their In-Store Sales

The beverage market is estimated to grow at a CAGR of 8.66% to reach 208.13 billion by 2024, says a report by Research And Markets. Infilect's comprehensive Image Recognition AI has helped many leading players in the beverage industry increase their in-store sales, optimize trade payouts and improve brand visibility.

A quick rundown of business areas impacted by InfiViz:

- ✔ 10% increase in Share of Shelf, On-Shelf Availability & pricing compliance for off-trade channels
- ✔ 30% saved on trade payouts with accurate visibility checks on POSM
- ✔ Real-time pricing checks and competitive intelligence for On-trade channels
- ✔ 70% time saved for merchandisers in-store audits
- ✔ Instant cooler purity checks
- ✔ Purchase receipt parsing for off & on-trade outlets



Infilect:

Infilect Inc. builds Image Recognition and Artificial Intelligence solutions purpose-built for FMCG brands. Infilect's solutions empower sales and marketing leaders with real-time and accurate on-shelf metrics and in-store retail execution insights to simplify retail decision-making, improve in-store brand visibility and boost per-store sales, at scale. It is fast to set up, priced affordably, built to delight, yet powerful enough to deliver critical business outcomes.



Deployed Across
16+
Countries Worldwide.



Covers
400k
Stores Monthly.



Processes
25M
Images Per Month.

Perennial Challenges Clogging The Beverage Retail Pipeline

01

Dependency on manual store audits for data collation.

Manual store audits are tedious, time-consuming, and vulnerable to manual errors. Merchandisers spend around 45 minutes to an hour in-store audits, covering only a fraction of stores, thus, severely restricting the reach.

02

Negligible visibility into product pricing across on-trade channels.

Lack of tools to gather accurate pricing information for every product category across stores.

The Need of The Hour

- Real-time and accurate per-store execution insights for a faster response to execution issues and boost sales across thousands of outlets.
- Improvement in the Share of Shelf per store/category every week and subsequently increase in its overall market share.
- Competitive intelligence, so that brands could take precise per-store actions on sales & marketing to boost execution performance.
- An alternative and superior retail execution solution compared to the manual audit process to increase field force productivity.

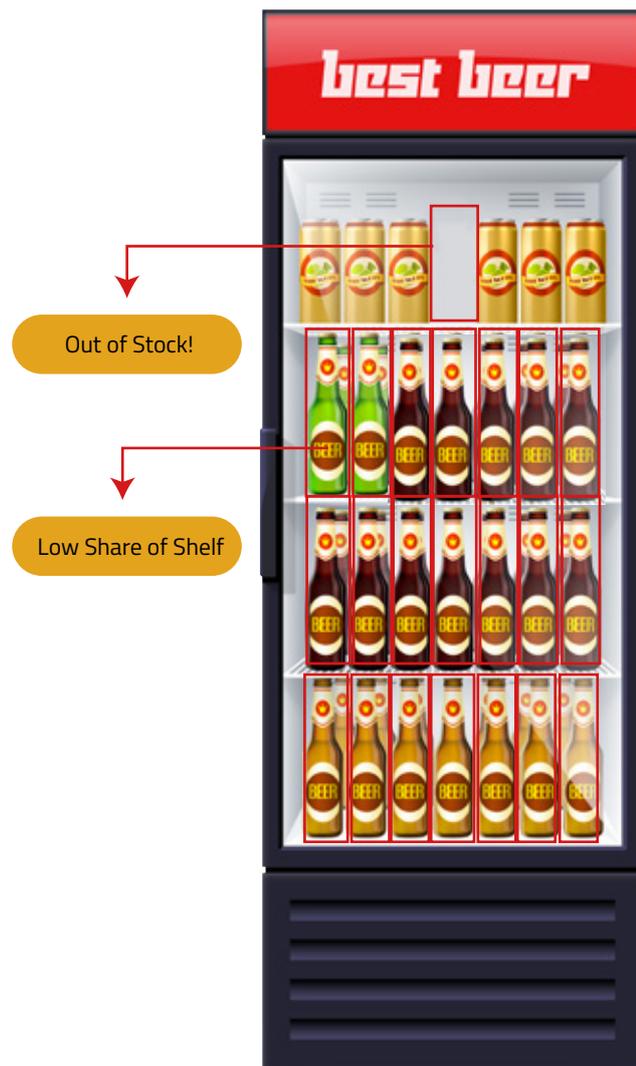


Image Recognition AI: The Silver Bullet



Infilect deployed its flagship product, InfiViz powered by Image Recognition AI, to help beverage brands overcome the existing challenges and make better, informed decisions.



The Solution Structure:

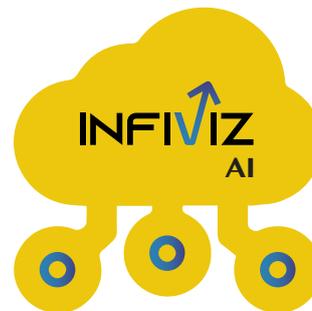
InfiViz, an Image Recognition platform to gather insights on in-store sales execution, promotion, and pricing from across 50,000 outlets in every country

Capturing of high quality in-store images by on-field merchandisers **OR** SDK integration to the already existing image capturing app to fetch in-store images

InfiViz Shots mobile app



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



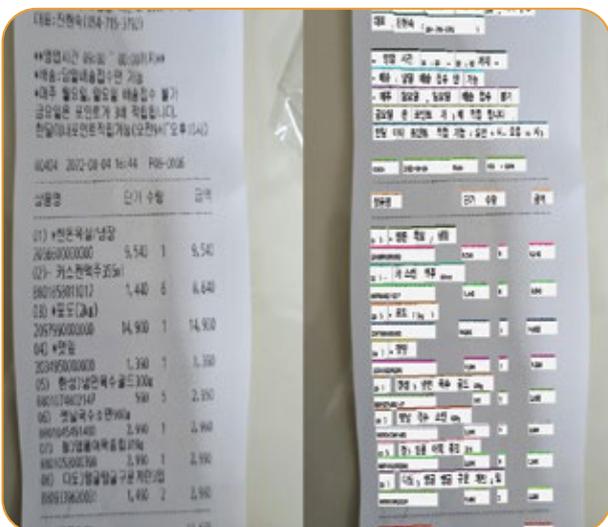
Critical and actionable execution insights are made available on the InfiViz Dashboard and shared using trackers directly sent to stakeholder inbox.

Execution insights and targeted action plans are available to on-field merchandisers within 2 mins SLA

Impact of InfiViz:

Improved Retail Execution & Massive Sales Growth with Real-Time, Accurate Insights.

- ✔ Delivered on-shelf metrics and retail execution insights to field merchandisers within 60 seconds
- ✔ Delivered >97% accurate metrics such as On-Shelf-Availability, Share of Shelf, and promotional compliance in both modern & general trade environments (including off-trade and on-trade outlets)
- ✔ Comparison of SKUs and competitor SKUs at brand-level identification of sell-out data by parsing shopper bills/receipts using OCR technology across all outlets.
- ✔ Identification of product pricing in comparison to competition by processing menu cards or menu displays.



Tracking of promotional displays, POSMs and signages

Accurate and dynamic SKU detection in chillers

Processing of bills/receipts using OCR technology

Operational Impact:



10%

month-on-month
improvement in
on-shelf availability



12%

of stores
discovered to be
non-compliant



>97%

accuracy in detecting
SKUs, displays and
POSMs

Stakeholder value created:

Sales Leaders

- Lift per store sales with accurate and actionable insights to prevent stockout scenarios and boost execution scenarios.
- Identified new growth opportunities in the existing stores by mapping sell-in versus sell-out data in every outlet.
- Achieved store distribution targets & next store fulfillments based on stock levels versus consumer demands.

Marketing Leaders

- Millions were saved on retailer payouts by identifying non-compliant stores.
- Richer, in-depth competitor insights to plan new product launches, discounts, sales & offers at a per-store level.
- Incentive planning at a per-store level based on the measured metrics.

Field Force

- Slash down the time required for in-store audits by over 70% with a super easy mobile app for in-store image capture.
- Expand your reach by covering more stores and get instant real-time feedback on execution metrics.
- On-the-spot fixes to execution and compliance issues along with a last to current visit comparative analysis.

Business Impact:



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



30%
trade payouts
impacted.



70%
reduction in store
audit time.

Why Infilect?



For more information, talk to our experts

Sales: anand@infilect.com | Partnerships: vijay@infilect.com