

iShelf Insights

Powered by Inspect Al

iShelf Insights

What is it about?

Top 3 challenges related to planograms

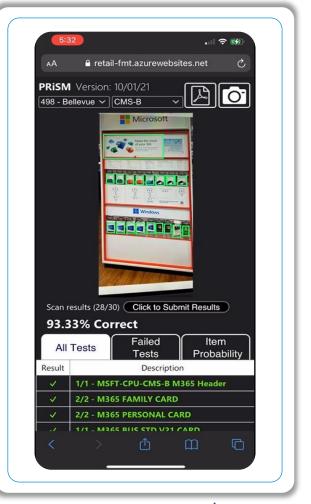
Negative customer experience from incorrect facings, misplaced & missing items, often resulting in churn

In-person audit is manual and expensive for store associates

Lack of corporate visibility at stores to see if planograms are compliant

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iShelf Insights saves retailers time and money, ensures correct planograms maintained across all stores. It allows store employees to take a picture of a shelf and detect in real time if items are incorrectly placed and/or missing, enabling them to correct planograms in real time



Key business outcomes for store associates & corporate

Easy capture of image of set area (shelf, table, etc.) to detect anomalies like missing or misplaced items in real time

Promotes brand cohesiveness and protects brand image across 1st party and 3rd party retailers

- Capture scenario specific feedback for anomalies (e.g. Item out of stock, planogram updated)
- Scalable supports planograms uniquely defined for each store and drives compliance across the global store footprint

- Enables enterprise-wide reporting and corporate visibility by store, by fixture to see if they are compliant, allowing them to correlate store performance with compliance rates
- Drives sustainable visual merchandising reduces carbon footprint by eliminating use of paper that was traditionally used for planogram compliance



Other synergies we can explore via capturing shelf image



Product Information Discovery

- Better engage with consumers, by discovering extended product info -
- e.g., ratings, reviews, offers & promotions, "Goes Well With" recommendations,etc.



Real time shelf inventory monitoring

 Low stock & no stock alerts for timely backroom replenishment



Shelf Performance Intelligence

 View performance at a rack level fixtures, racks, brands, products & SKU's that are driving more sales per sq.ft



Price Correction alerts

 Show alerts if shelf SKUs are showing outdated pricing in their labels



In-store Picking alerts

Get in-store picking alerts for Click-and-Collect and Ship From Store if allocated shelf inventory is not yet picked

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Planogram compliance for Microsoft in Best Buy stores



Achieving consistent product displays is an up-hill battle for most retailers, since in-person auditing is expensive and frustratingly slow



Microsoft turned to Wipro to find a **faster** and cheaper way to help associates of Best Buy stores to **ensure right product** displays



Wipro's solution was to build a **mobile web-app** powered by Azure's Computer Vision API, that **allows associates to automatically capture**, **submit and audit photos of store sets**





Benefits

- After 12 weeks of development, Microsoft Store team had a scalable tool that audited sets with 95%+ accuracy
- Brand guidelines and planograms were followed across all Best Buy stores, with less involvement from Microsoft corporate
- Store team could correlate audit results with store performance metrics (e.g., foot traffic, sales, etc.)





Thank you for your time