



iShelf Insights

Powered by Inspect AI



iShelf Insights

What is it about?

Top 3 challenges related to planograms

01

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

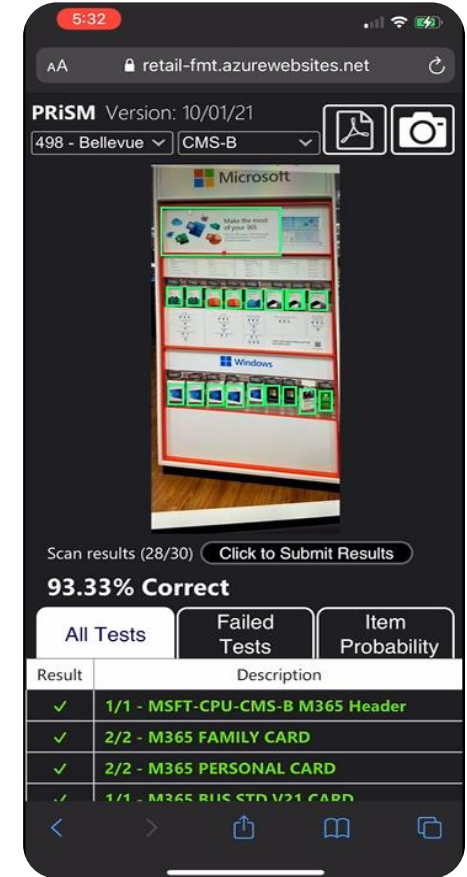
02

In-person audit is manual and expensive for store associates

03

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

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

01

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

02

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

03

Capture scenario specific feedback for anomalies (e.g. Item out of stock, planogram updated)

04

Scalable supports planograms uniquely defined for each store and drives compliance across the global store footprint

05

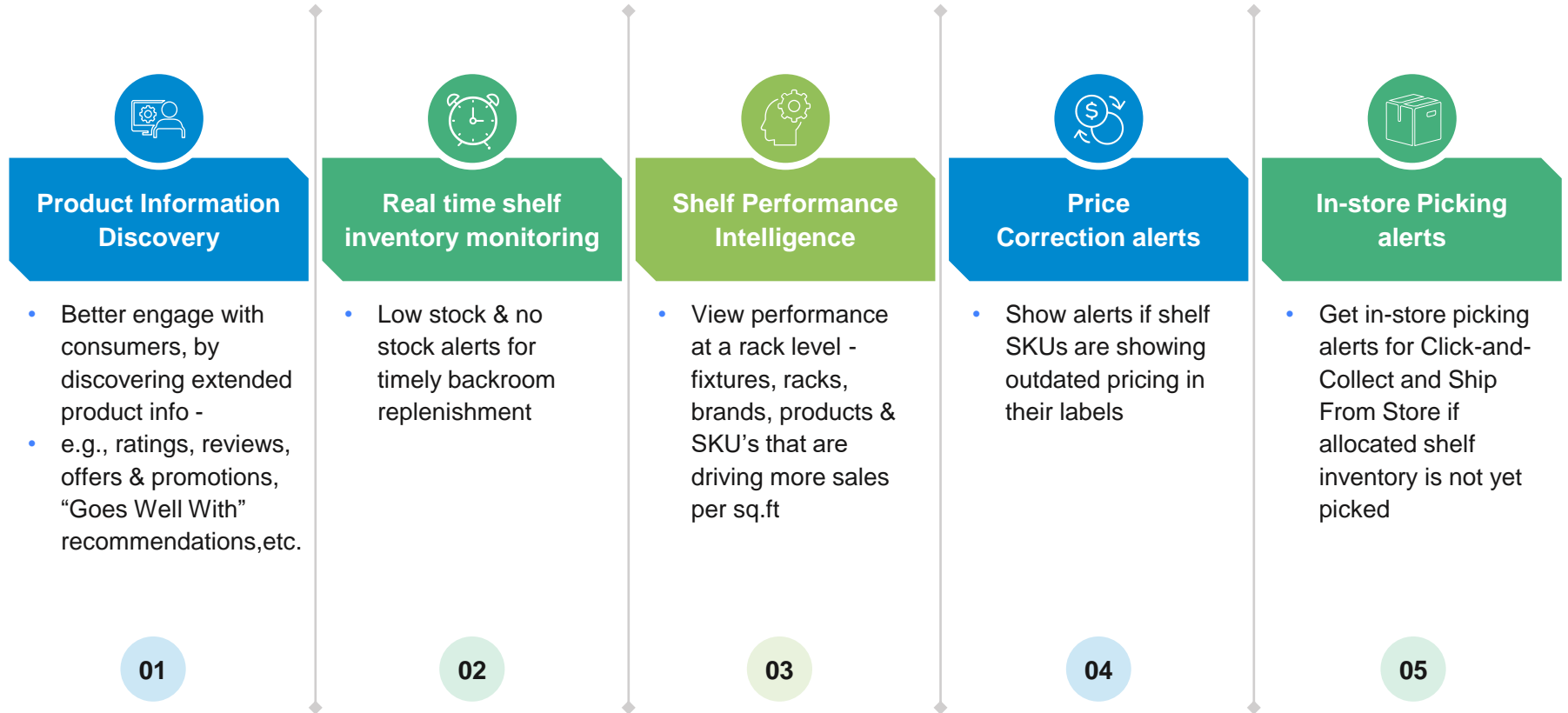
Enables enterprise-wide reporting and corporate visibility by store, by fixture to see if they are compliant, allowing them to correlate store performance with compliance rates

06

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



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

