

# VISPERA IMAGE RECOGNITION TECHNOLOGIES FOR BOTTLERS

Visual AI and analytics solutions are absolutely critical tools to accelerate your digital transformation agenda.






## CPG companies experience ~4% sales loss due to poor in-store execution.

The biggest challenges for bottling companies are to measure and improve in-store execution and field team performance in this dynamic retail environment.

Powered by best-of-breed computer vision technologies, Vispera offers an end-to-end in-store execution solution for bottlers to optimize the entire execution process, from data collection to reporting and advanced analytics.

## ACHIEVE EXECUTION EXCELLENCE

Through advanced artificial intelligence and machine learning, Vispera empowers CPG suppliers and retailers to monitor and execute field operations to drive to perfect stores.

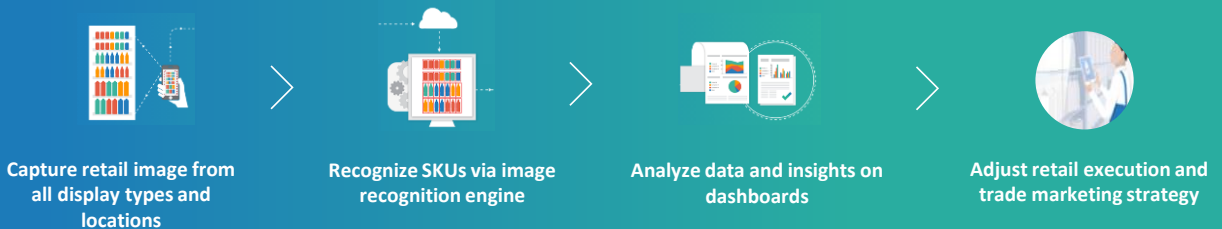
		
<b>ACTIONABLE</b>	<b>FAST</b>	<b>ACCURATE</b>
Instant alerts to field team	Instant analysis	Exquisite SKU level accuracy

 **SALES UPLIFT**

 **COST REDUCTION**

 **PRODUCTIVITY GAINS**

With a comprehensive solution set for retail execution and tracking, Vispera solutions automatically process any kind of retail shelf image from a variety of channels and produces actionable insights.



## TRACK TEAM PERFORMANCE THROUGH VISPERA RETAIL INTELLIGENCE SOLUTIONS

### Drive targeted and immediate actions on the floor

Your field team gets immediate alerts on out-of-shelf events and takes on-the-spot actions on the selling floor, which leads to increased performance and sales.

### REAL LIFE CASE WITH

Carlsberg needed to build flawless in-store execution and boost their field team's productivity. With Vispera, instant reports are provided, empowering the field team to take immediate targeted action on the selling floor. Consequently, costly OOS conditions are prevented.





 **9.3%** On-shelf Availability  
 **30<sup>sec</sup>** Instant reporting  
 **1 image = 17 Answers**  
 **30 KPIS**

### Boost sales by incentivized performance

Replacing manual store checks with Vispera's digitized solutions frees valuable time for your field team to delight shoppers. With accurate data, scorecards are consistently and fairly evaluated and they are incented to achieve perfection.

### REAL LIFE CASE WITH

Vispera offers rule-based retail execution solutions to RG Brands for tracking team performance, ensuring compliance, and generating availability reports through all service areas. By tracking the team actions with accurate data, performance improvements are directly incentivized.

 **50%** Cost saving  
 **10X** More accurate perfect store score cards  
 **Team Motivation**  
 Incentized performance tracking

### Understand in-store conditions and manage tasks in real-time

Scan in-store conditions and guide field team to take action accordingly. Close the gap between the back office and retail shelves and empower staff to manage tasks faster.

### REAL LIFE CASE WITH

CCI targeted excellent execution and continuous improvement of field operations. With Vispera solutions, CCI empowers the field force to quantify coverage activities in real-time, and fairly evaluates their performance through custom coverage rates, which provide the basis for calculating bonuses.

 **2 days to 1h** Reporting time reduction  
 **50%** Decrease in visit time  
 **+5 points** Improvement in KPI points