

Leading Brewer Increased On-Shelf Availability by 20% After Implementing Vispera Solutions!

Vispera's customer is the national leader in the beverage company serving to more than 690 million consumers in 16 countries.

Of all the beer consumed in Turkey, about 77% is purchased in supermarkets and other retail outlets referred to as the off-trade channel. The remaining 23% is purchased in the on-trade sector (bars, restaurants, etc.).

Focusing on the off-trade channel, the brewing companies are experiencing an increase in sales volume and value in supermarkets. This could be explained by the overall decrease in the number of (smaller) grocery stores and an increase in supermarkets, in general, in Turkey.

As a national leader in the beer category, the supplier has been paying great importance to field execution through its **own sales team** in their very well-established distribution channels.

However, combined with the growing operations and competition activities, **they had the challenge to continue monitoring and tracking the performance through a manual third party service.**

The manual lifecycle was bringing a high complexity as it was not possible to monitor and take actions around the data as fast as the goods are moving. The point of sales was to be covered only in **3 months**, data collection was taking **40 minutes** per store and the data was collected only on the brand level!

Vispera Storesense has come into the scene as a perfect solution to track the performance of their in-store execution with image recognition solutions powered by deep learning!



“ *The manual data collection was limiting us in terms of the data granularity and time spent. With Vispera, we are now able to analyze the progress, deep dive into the data, and take the corrective actions.* ”

Modern Channel
Category Manager

In Just One Year, the National Leading Brewer Increased Its OSA from 58% to 78%!

The supplier was looking for a complete solution that would help them to monitor distribution, penetration and team performance, and digitize the process to obtain time saving, increased scope coverage and speed in the operations.

Vispera Storesense, a mobile image recognition solution, helps the sales representative to collect data by just capturing an image and boosts in-store productivity through instant mobile reports delivered right on spot!

The supplier started monitoring the key metrics like on-shelf availability and top SKU distribution in more than 1.800 stores across Turkey. The results were quite remarkable!

Rocketing Results Have Been Achieved!

According to their Modern Channel Category Manager:
"Before Vispera, manual reports were already outdated when they reached us, now we have real time monitoring with Vispera and this led the field team to focus on qualified tasks and eventually increased our availability!"

On-the-spot Reports

The sales representative is receiving the Out of Shelf products and replenishes the coolers immediately!

Data Granularity

The data collected manually was only on Brand level, now it is on SKU level!

20%

INCREASE IN
ON-SHELF
AVAILABILITY

125%

INCREASE IN
COVERAGE

95%

DECREASE IN
DATA
COLLECTION
TIME

Let's Write a Success Story, Together

Vispera solutions help you to **leverage sales** and **in-store performance**, and contribute to the **ultimate shopper experience** you can imagine.



Shelf & Shopper Strategy



Digital In-store Execution Monitoring



Promotion & Launch Tracking



Shelf Price Tracking



Competitive Intelligence



Space Planning & Category Management



Team Performance Tracking

With flexible solutions addressing your needs while creating your perfect store, it's possible to write a revolutionary success story

for **you**,
together with **you!**