

Save 40% Merchandiser Time in the Store for Soft Drinks Category by Implementing Vispera Image Recognition Technologies

One of the top three market research companies operating in 90+ countries worldwide needed a better service pipeline for their retail display auditing projects due to increasing pressure from their client operating in the soft drink category.

Challenges Faced Before Vispera

The market research firm's current operations involved **manual counting and sampling-based consistency check of similar SKU groups** during store visits. Since the unique SKUs were not counted, the results were not accurate enough and the reports took a long time to arrive.

The market research company found the solution with Vispera, and a pilot project including **1400+ SKUs was launched in modern channel store visits**.

Vispera's Solution in Tracking Field Team Performance

One of the most important goals of the market research company was to **obtain accurate data at the level of unique SKUs of both the competitors and the client**. For this reason, the client implemented Vispera Storesense, an imagerecognition solution for digital in-store execution monitoring, making in-store photo collection operations much easier. After all, **the results achieved with Vispera Storesense were stunning!** With Vispera Storesense, the client finally has achieved

- **Absolute detail**
- **Perfect accuracy**
- **Better speed**

99% SKU
LEVEL
ACCURACY

Over 99% accuracy with SKU-level detail and shelf position information for 1400+ soft drinks SKUs!

95%
REPORTING
TIME

Reports were delivered within the hour right after the completion of the store visit, which took at least 2 days before Vispera.

40%
STORE
VISIT TIME

Hundreds of store visits performed and a 40% decrease in store time achieved.

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!**