

# Leading Confectionery Producer Achieved Significant Improvements in Shelf Management with Vispera

CPG

CONFECTIONERY

## ABOUT THE CLIENT

A leading confectionery manufacturer with a large selection of SKUs sought to assess the performance of its chocolate and biscuit categories in modern retail channels. Driven by the need to find an effective solution, the company turned to Vispera to enhance its store operations.

## CHALLENGES FACED BEFORE VISPORA

Before partnering with Vispera, the company struggled to monitor and track effectively, and replenish retail displays due to the large number of SKUs. They heavily relied on manual reporting processes in the biscuit and chocolate categories.

These manual processes were prone to errors, lacked visual assessment capabilities, and did not provide actionable insights, making them not scalable.

To address these issues, increase revenue, and reduce costs, the company implemented Vispera's image recognition solutions in its national retail channels.

## OUTCOMES OBTAINED WITH VISPORA

- Vispera's solutions were implemented in national & key accounts in the modern trade
- Customized reports were generated to provide information on must-have availability and shelf share for specific subcategories
- The full category was tracked, including competitor SKUs
- Non-IR tasks were supported through an embedded mobile questionnaire module
- Must-have availability was quickly and consistently improved through the use of Vispera's solutions

## WHAT DID VISPORA ENABLE FOR THE CLIENT?

By working with Vispera, the leading manufacturer was able to identify and analyze potential losses due to out-of-stock items and determine the root causes and KPI trends for frequently out-of-stock SKUs.

The company also automated its processes with more accurate field execution scoring and actionable insights, which helped reduce the time spent on manual reporting and allowed for more time to be devoted to improving customer satisfaction.

## IMPACT



## HIGHLIGHTS

- 4 Categories
- 2000+ SKUs
- 51 K Visits/Year
- 6 K Unique Number of Stores
- 1.69 M+ Total Photos



\*Visuals only refer to category-specific outcomes. These products may not be related to the project declared in the case

## ABOUT VISPERA

At Vispera, we offer IR-based retail execution and tracking services to the retail industry so that they can radically change the way of running and monitoring their field operations to drive perfect stores.

With our AI-based and patented image recognition and analytics services, we are transforming retail images from all channels of grocery retail to actionable data and insight.

## PRESENCE

50+ clients 35+ countries.

Regional sales organizations covering North America, Europe, LATAM, MEA, CIS and APAC.

Business partner offices in Germany, Poland, Romania, Spain, Brazil, Chile, Egypt, UAE and Israel.

## PRODUCTS



### STORESENSE

Managed Image Recognition and Analytics Solution for Retail Audits & Merchandising



### SHELSIGHT

In-store Fixed Camera-Based Real-Time Image Recognition System



### CORE

Image Recognition Software for Retail Audits

## GLOBAL ALLIANCES



## WORKING WITH MAJOR BRANDS GLOBALLY



## KEY DIFFERENTIATORS

### IR Accuracy & AI Know-How

- State-of-the-art Deep Learning architectures
- High-quality and granular annotations
- Regular QC and IR engine training

### Flexibility

- Proprietary retail KPI engine framework
- Customized by Vispera software engineers
- Deployed and maintained per customer

### End-to-end Solution

- No missing gap from data collection to reporting
- Out-of-box content and feature richness
- Standard and customized integrations

### Customer Centricity

- Fully managed on-boarding
- Agile project management
- Customer-centered product management

## SUPERFAST AND ACCURATE IMAGE RECOGNITION

### Instant Reports

Actionable mobile and dashboard reports for field teams and executives

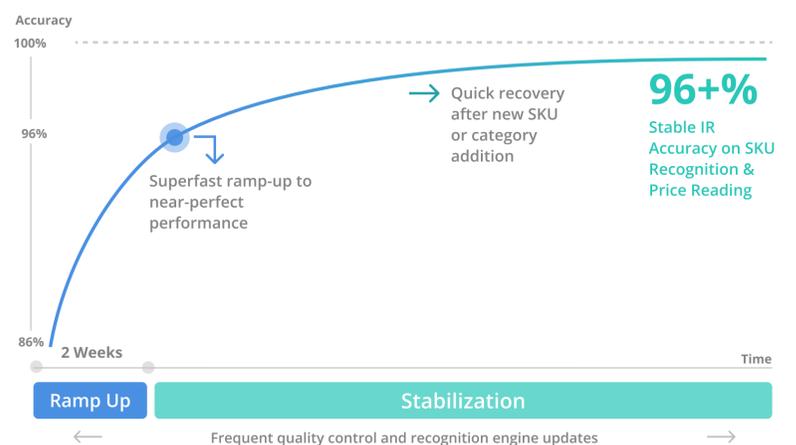


Reporting up to 5 images per visit in seconds

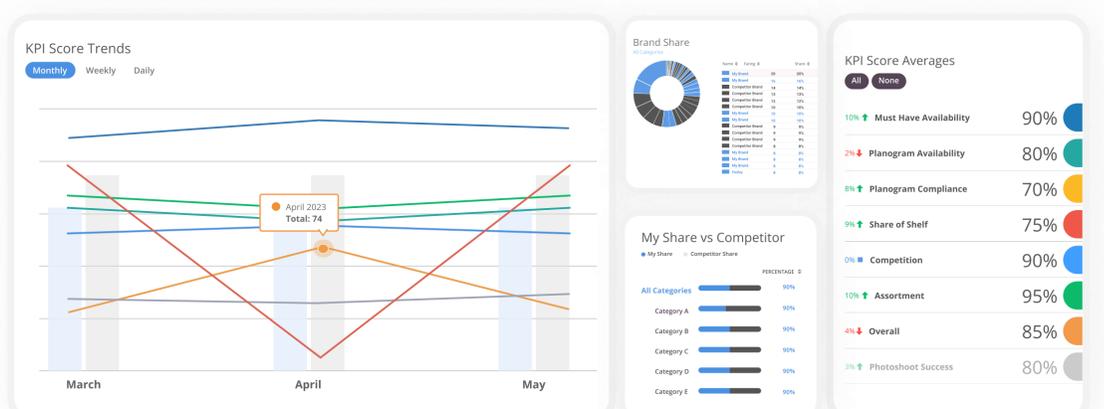


Reporting 5+ images per visit in minutes

### IR ACCURACY OVER TIME



## BOOST EFFICIENCY WITH ACTIONABLE INSIGHTS THROUGH CUSTOMIZED KPIS



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CHICAGO

AMSTERDAM  
MUMBAI

BARCELONA  
BERKSHIRE