Triple Your Cabinet Coverage without Increasing Your Audit Budget by Implementing Vispera Image Recognition Technologies

Operations that take place in the traditional retail channel can sometimes turn into a headache. To make sure that field teams run their operations smoothly and tomonitor their performances, recently, producers have started to turn to digital investments.

One of the leading ice cream producers in the world experiences accuracy fairness, and timeliness problems in evaluating their field team performance and decided to go with digital solutions.

Challenges Faced Before Vispera

The producer worked with a costly 3rd party audit service in their current operations and scoring sales representatives based on several criteria, including **planogram compliance and product availability.**

However, auditors and sales representatives were visiting the same stores in different days and fulfill their duties. This was a great proof that the performance checks of the representatives who completed their duties did not reflect the reality.

The manufacturer reached **Vispera** in order to **provide a fair scoring system and full coverage in all stores and included image recognition technology in its operations.**

BEFORE VISPERA
- Costly third-party auditing
- Subjective inspection
- Inaccurate scoring
- Sampling-based coverage
- Non-timely reporting

AFTER VISPERA
- Self-auditing reduced costs
- Objective inspection
- Accurate scoring
- Better coverage
- Score cards available in 5 mins

Vispera's solution in Increasing Cabinet Coverage

Ice cream producer worked with Vispera to implement image recognition technology to track field team performance fairly, ensure full coverage, and reach reports instantly!

Vispera developed a dedicated technical solution and an associated cost-effective scoring service for the customer! With **Vispera Cabinet Scoring Service (VCSS)**, the sophisticated image recognition technology, the ice cream producer had the capability for the followings;

- Sales representatives' work can be fairly and accurately evaluated
- Scorecard reports are delivered within 5 minutes after image data collected
- Store and the representative coverage have increased drastically
- Auditing costs were decreased because of the shift from 3rd party audit service to self-audit

Rocketing Results Have Been Achieved!

>5 MINUTES OF REPORTING TIME

It is possible to deliver reports within 5 minutes after image data collected!

200% COVERAGE INCREASED

Ice cream producer has increased coverage by 200% with self-auditing without increasing audit budget.
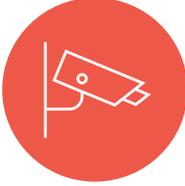
TEAM ENGAGEMENT INCREASED

Increase team engagement and performance by fair and accurate evaluation.

vispera

Founded in 2014, Vispera works to help clients execute perfect stores using advanced image recognition technologies.

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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.
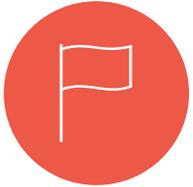
Shelf & Shopper Strategy

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!**

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