

FMCG Manufacturer Achieves Comprehensive Shelf Monitoring With Wiser

USE CASE: IN-STORE EXECUTION

About

A prominent FMCG manufacturer required enhanced oversight of their product placement and promotional compliance within major retailers. By prioritizing key performance indicators that track on-shelf availability, brand presence, and their effectiveness of secondary displays, they aimed to ensure that their products were showcased properly and readily available to consumers.

Challenges

For this manufacturer, achieving shelf visibility across a vast retail network has traditionally posed a significant challenge. Consequently, their reaction time to any problems at the shelf is slow, resulting in rapid sales deterrence. Tasked with overseeing a complex multitude of retail locations, they have relied on the thorough, but time-intensive, efforts of their dedicated field teams or external partners. Such an approach can be expensive and slow-moving.

The possibility of intentional or subconscious bias by those conducting in-store assessments can compromise data integrity. For this manufacturer, it meant that the strategies developed based on potentially skewed data could be less effective, raising concerns about the dependability of store checks and the subsequent actions taken.

Benefits



Monthly and Ad-Hoc Data Collection

A comprehensive view of retail performance to assess who is “winning” in-store from a sales and execution lens.



Advanced Analytics Set

Direct insight into retail execution, empowering the team to make more informed decisions about their retail strategy.



Effective Collaboration

Teams can use and share data with retail partners to collectively drive sales initiatives.

Results

1,500 hrs

Time Savings

Saving an average of 8 minutes per visit, the manufacturer offloads almost 1,500 hours of work from their team a year.

64.3%

Improved Speed-to-Action

Cut time to identify and replenish out-of-stock items 64.3%, enabling fast action from the brand.

\$11.4M

Recouped In Lost Sales

By quickly rectifying availability issues, they recoup an estimated \$11.4M in their highest volume retailer alone.

