

POI European Promotion Optimization Summit

Collaborate Globally and Execute Locally



Big Data
Pricing TPO
Retail Execution
Mobility TPM

The changing face, and expectations of Retail Execution
in a dynamic retail environment

Phil Russell

Sales Director EMEA, AFS Technologies

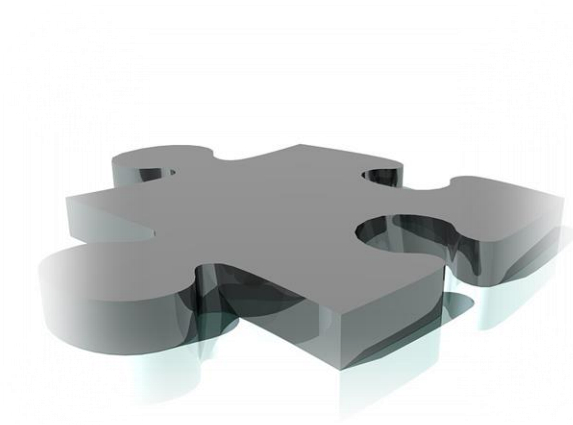
The Tangible Benefits
of Exceptional Retail Execution

Seitumer Curlu

Fmr IT Director Carlsberg Baltics

Mobility

- Field Teams
 - Call efficiency
 - Call effectiveness
 - Building display
- Store
 - Capture share of shelf
 - Gather competitor data
 - Check compliance



Holistic View



TPM - TPO



Contract Management



Retail Execution



Business Information

Current Trends



- Growth in the value retailers



- Premiumisation of Retailer own brands



- Downwards pressure on price



Future Trends



- Complimentary Brand features
- Growth in online retail
- Shop in Shop concepts
- Real Time Action
- Changing face of compliance



The Tangible Benefits of Exceptional Retail Execution Beyond Better Managers, Enablers, and Coaches to my Field Force

Seitumer Curlu

Fmr IT Director Carlsberg Baltics



Baltic SFA Project

Carlsberg Baltic (Lithuania , Latvia, Estonia)

What was our challenges

- No1 market position – in a declining beer market
- Aggressive Competition looking to buy market share
- Out of Stocks issues
- Sales targets that could not be met without change
- Investment in technology needed to deliver more

The Perfect Store

“Winning at the shelf” – today, purchase decisions are influenced at the shelf more than ever before – Manufacturers need to ensure their products are perfectly presented – range, availability, shelf share, position – enforced by accurate targets

Should I be here?

Activity needs to be focused on stores where it will have the biggest impact

What Should I be doing?

Control in-store actions through creation of activities including; objectives, distribution and category share checks

Contract Agreement

Is the store adequately incentivized to buy more products?

Out of Stock

Lowers visibility, resulting in lost sales

Product Range

Is the store stocking the right range of products

Shelf Position

Planogram compliance and positioning are critical to brand health

Trade Promotion

Heavy spending with limited visibility of compliance.

Orders

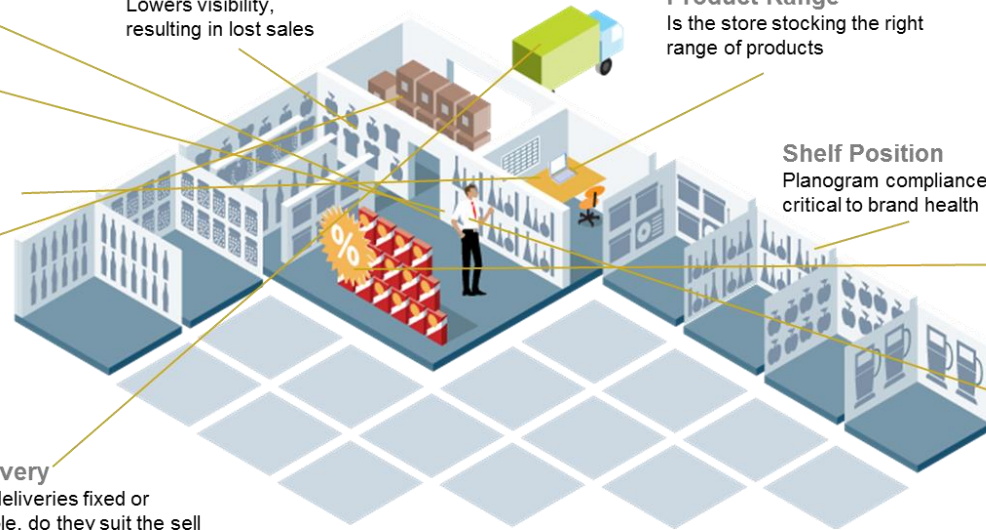
Do orders respond to Out of Stocks & is the orderable product range greater than the assortment range?

Delivery

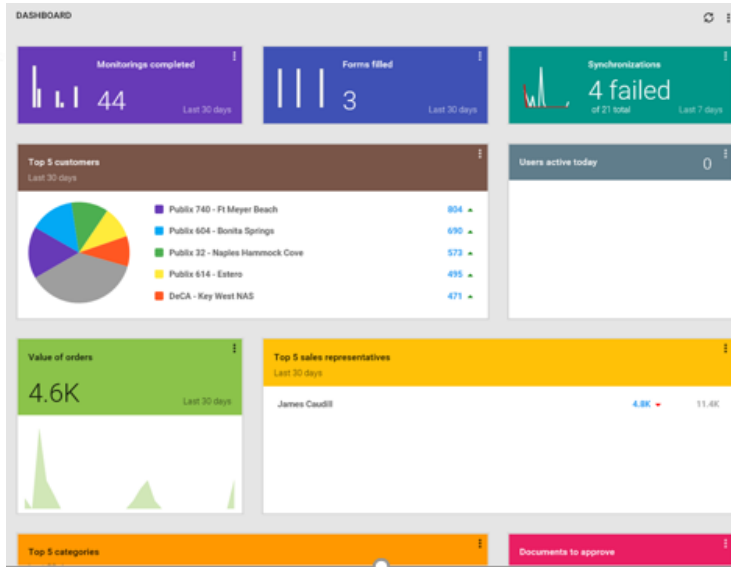
Are deliveries fixed or flexible, do they suit the sell out rate?

Empowering the Rep

Needs to intuitively execute the right strategy for each store



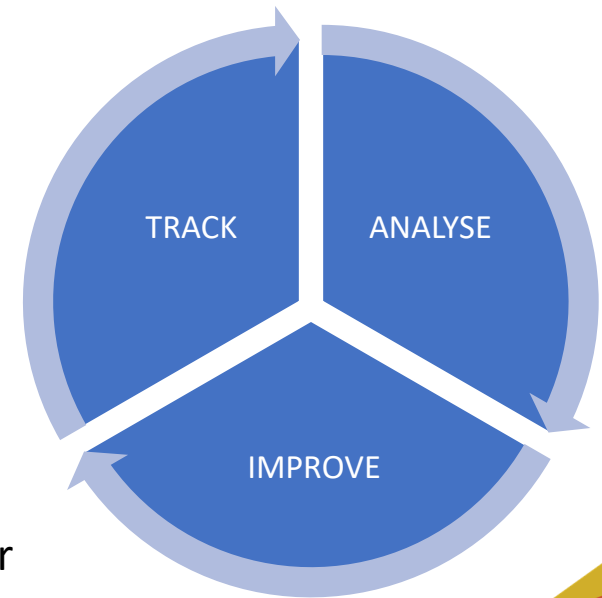
Saving Time—Task Performance



- Little steps – to Create Big gains
 - Task completion performance
 - Task Prioritization .

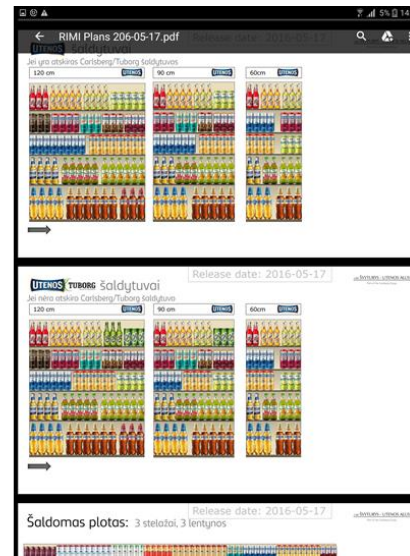
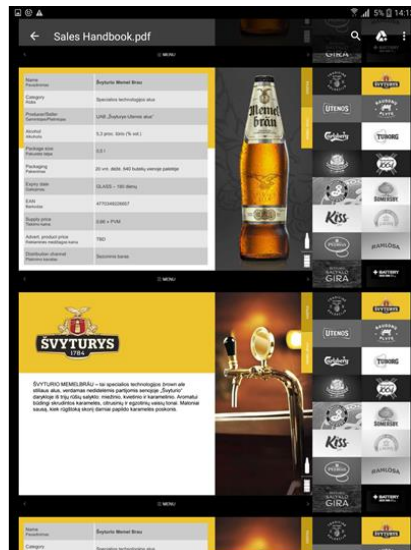
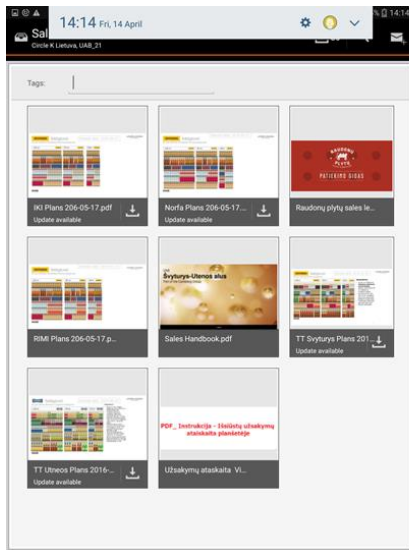
- Process improvement

- Understanding who was the best.
- Defined best practices
- Example: Label Material sorting bags. (Save 3 min per customer x17=51min per day or 20 Man days!)



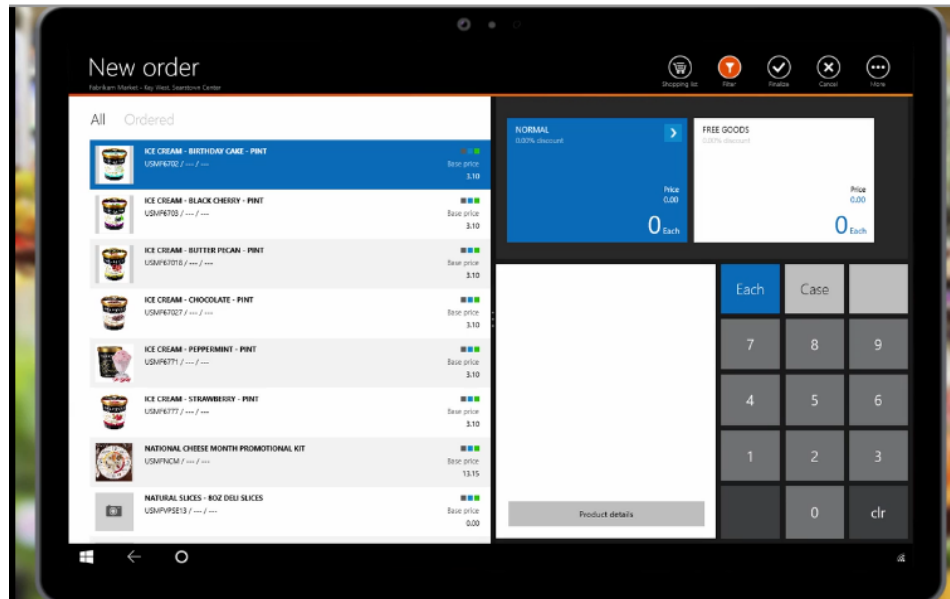
A Single Workplace

- Using Tablet as a workplace for Sales agent
- All material related to a customer preloaded, Presentations, planograms, new product, pricing, promotions, assortment etc.



Predictive Ordering

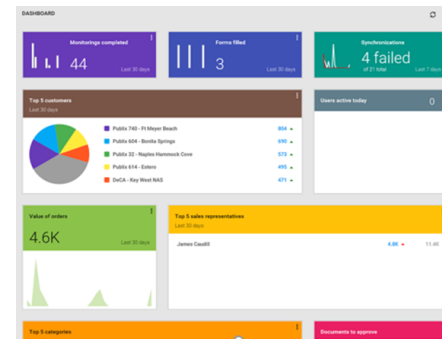
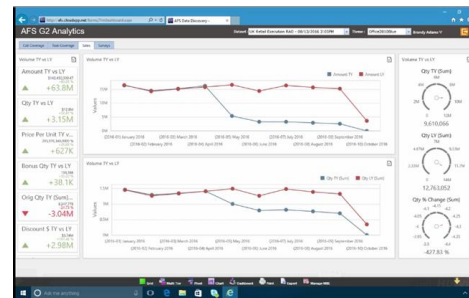
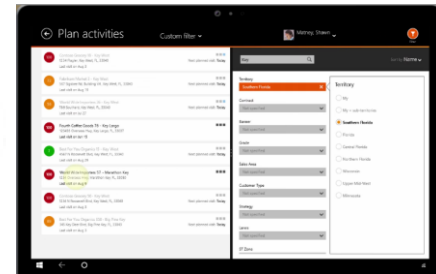
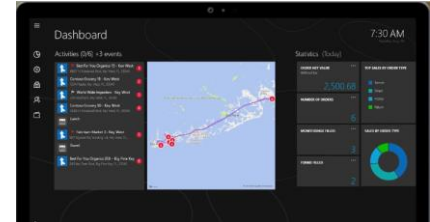
- Intelligent analytic tool for Creating predicted Sales orders



- Saved time
- Reduced Out of Stocks
- Eliminate mistakes
- Easy and Popular

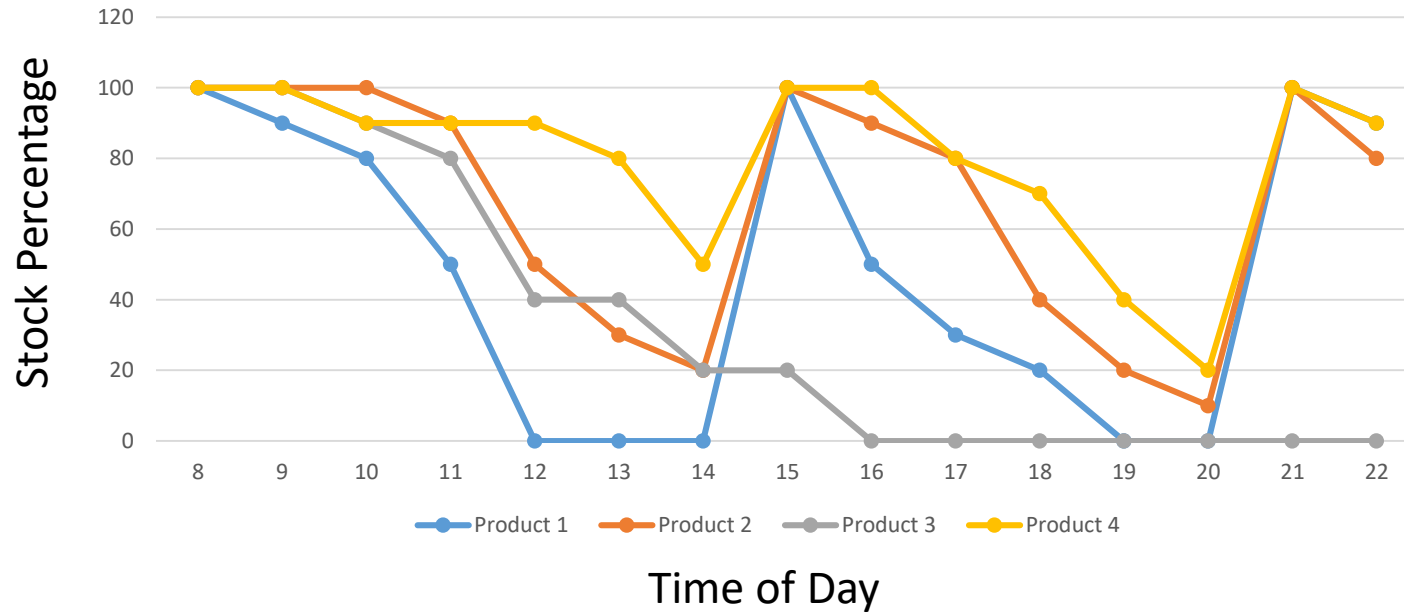
Data Flow & Visibility

- Before AFS Retail Execution
 - What did we really know?
 - Anecdotal insight
 - Conflicting Opinions
 - What we were sold
- After Implementation
 - Valuable Insight
 - Single view of events
 - Tracking, KPI's, SLA's
 - Customer Satisfaction



Smart Coolers

The War on Out of Stock Products



What was achieved

- Anticipated

- Time saving in Visit on tasks
- Reduced Preparation time
- Increased Productivity
- Focus on the right priorities
- Reduction on Out of Stocks – Predictive Ordering
- Best practice across teams
- Richness of data



- Unexpected benefits of RE

- Easy adoption by salesforce
- Improved customer satisfaction
- Business building with clients based on data collected
- Control of contractual agreement
- Reduced pay-out against compliance
- Flexibility of Android tablets
- Cultural shift in the business



“In addition to our reps being up to 3 times more efficient in their visits, we were pleasantly surprised to experience up to a 50% decrease in stock outs against our volume agreements.”



Back to Phil

- Retail Execution - what now?

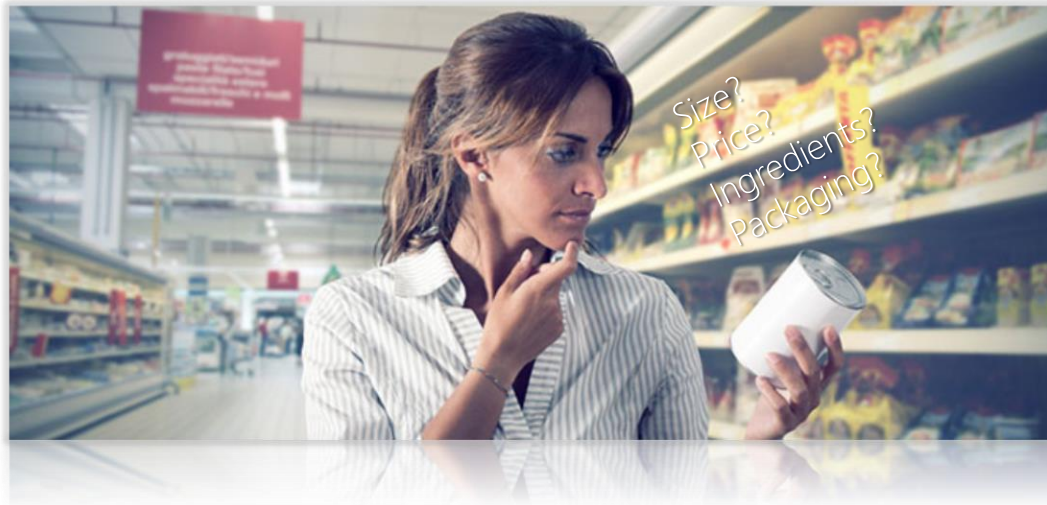
RE- What now

- Direct Store Delivery
- EPOD
- Training
- Assets
- Ecommerce Portal



The future of Retail Execution

The consumer Centric Experience



- Product Centric
 - Price
 - Placement
 - Position
- Consumer Centric
 - Perception of Sentiment
 - Quantification
 - Decision snapshots

Machine Learning



Perceptual Intelligence

MACHINE LEARNING API

Face APIs

Microsoft's state-of-the-art cloud-based face algorithms to detect and recognize human faces in images.

Face Image Vision

1733894 25 days ago

Microsoft

MACHINE LEARNING API

Computer Vision APIs

Image processing algorithms designed to return information based on visual content and generate your ideal thumbnail.

OCR Image Vision Thumbnail

6449 25 days ago

Microsoft

MACHINE LEARNING API

Speech APIs

Easily include speech driven actions into your applications using algorithms to process spoken language.

Speech Text Intent

5281 25 days ago

Microsoft

Perceptual Intelligence will be implemented in AFS RE as:

- Enhanced Digital Image Recognition
- Thumbnail Image Analysis
- Speech to Text using Wearables
- Keyword analysis on Customer Survey Results and Visit Notes

Perceptual Intelligence is oriented to hear, see and read data the same way a human can do it

Machine Learning and Retail Activity Optimization



- Machine Learning can become a key factor in the process of implementing a Retail Activity Optimization Strategy.
- System can automatically define an automated visit plan based on multiple factors beyond Geography.
- Individualized visit guides per store can be deployed informing the user what to do on each visit.
- System will also automate the delivery of relevant data to the Mobile devices (sales trends, exceptions, messages)

Machine Learning Algorithms will be part of AFS RE, in order to bring the existing Retail Activity Optimization capabilities to the next level (Automated Intelligence).

Smart vending Machines and IoT

Increased Profitability by transforming the business model

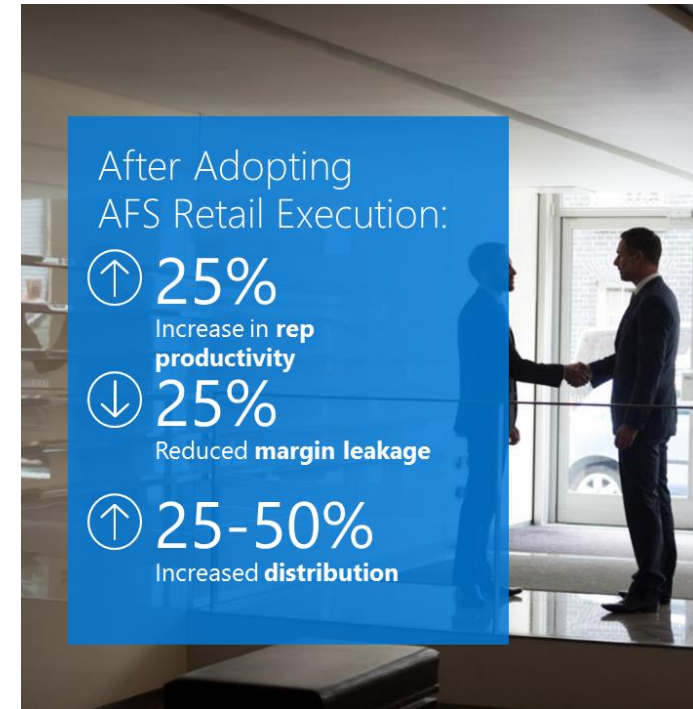
- **Digital Content Delivery**
 - Vending machine operates as a Digital Billboard
- **Smart Payment**
 - Support for NFC payments
- **Social Commerce**
 - Check-ins, points, avatars...
- **Inventory Management**
 - Smart replenishment by popularity, seasonality, real-time stock...
- **Maintenance & Service**
 - Remotely diagnose and repair



Source: <http://www.bizjournals.com/bizjournals/how-to/technology/2015/04/the-internet-of-things-is-transforming-vending.html>

Customer Outcomes

Global leader consumer products	<ul style="list-style-type: none"> • 30% increase in call coverage in first month • increased rate of new product distribution
APAC region CP distributor	<ul style="list-style-type: none"> • 25% increase in rep productivity
Global company wine & spirits	<ul style="list-style-type: none"> • 70% reduction in mobile phone bills • inbound call center reps redeployed to outbound marketing
Global hair care company	<ul style="list-style-type: none"> • 100% user take up of new solution • 20% increase in order value in first month
European drinks company	<ul style="list-style-type: none"> • 70% increase in distribution in four months
Leading spirits company	<ul style="list-style-type: none"> • 40% increase in distribution in three months
Global leader food & beverage	<ul style="list-style-type: none"> • 20% increase in call rates • 15% increase in promotional compliance



Questions Please

