

Transforming In-Store Execution for a Global FMCG Company





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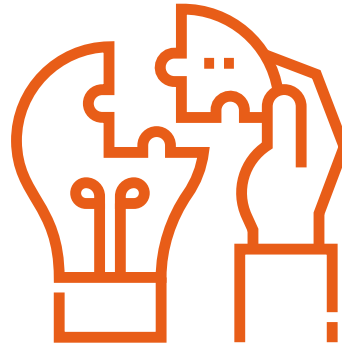
Overview

A leading global FMCG company faced challenges in achieving optimal in-store execution. With subpar compliance levels and visibility gaps, they sought a data-driven approach to enhance their Key Performance Indicators (KPIs). Over the past year, Love In Store leveraged AI-powered solutions, process automation, and strategic manpower deployment to drive significant improvements and create a robust in-store execution strategy.



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Problem Statement



Suboptimal MSL and SOS Compliance

MSL (Must-Stock List)

compliance was at **64%**, leading to stock inefficiencies and gaps in product availability.

SOS (Share of Shelf) score was only **22%**, resulting in poor shelf visibility and brand presence, impacting consumer purchase decisions.

Visibility Gaps

Paid visibility stood at **75%**, while free visibility was lower at **63%**, limiting the organic brand reach and affecting consumer awareness

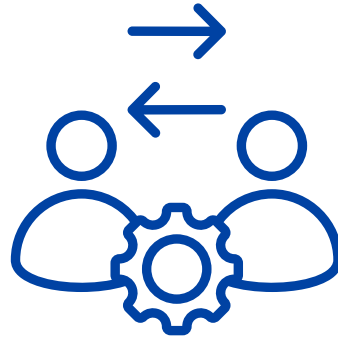
The EDGE score (overall in-store execution quality) was **66%**, highlighting areas for improvement in compliance and execution consistency.

Operational Bottlenecks

Manual audits and traditional reporting methods led to inefficiencies, causing delays in gathering insights and implementing corrective actions.

Inconsistent execution and lack of real-time tracking resulted in discrepancies between planned and actual store-level activities.

03 Approach



A Initial Benchmarking

Conducted a comprehensive baseline assessment of MSL, SOS, and visibility metrics across multiple retail outlets.

Identified gaps and inconsistencies in product availability and placement, laying the groundwork for a structured intervention.

C Field Force Management

Recruited, trained, and deployed a dedicated team of **promoters and merchandisers** to optimize on-ground execution.

Enhanced workforce efficiency by introducing structured training programs and performance monitoring tools.

B AI Integration and Process Automation

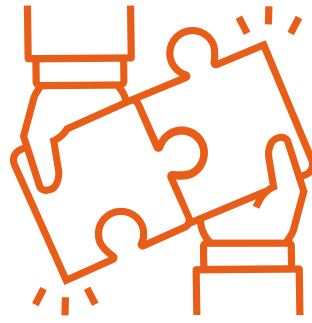
Implemented AI-driven image recognition tools to automate audits and ensure real-time compliance monitoring.

Developed AI-based analytics to evaluate store-level execution and generate actionable insights for faster decision-making.

D Continuous Monitoring and Feedback

Established **real-time dashboards** to track key metrics and measure improvements in execution quality.

Conducted periodic audits and store visits to ensure adherence to compliance standards and drive continuous improvements.



04 Solution

AI-Enabled Auditing

Deployed AI for capturing SOS, MSL, promotional execution, asset tracking, and competitor analysis.

Conducted **200,000+ image audits per month**, achieving a **97% accuracy rate** in execution assessments.

Scaled Operations

Expanded retail coverage to **3,000+ stores** across **23 states**, **273 cities**, and **24 national retail chains**, ensuring a broader market reach.

Increased store visits and engagements, leading to improved in-store presence and compliance.

Manpower Deployment

Engaged **658 promoters** and **105 merchandisers**, ensuring consistent monitoring and execution of promotional strategies.

Improved workforce efficiency through **structured performance tracking** and continuous skill development.

KPI-Driven Data Dashboards

Developed and deployed interactive dashboards that provide **real-time insights**, enabling agile decision-making.

Offered retailers and brand managers a centralized view of performance metrics, ensuring timely corrective actions.

05 Impact & Results



- 1** **MSL compliance improved from 64% to 90%**, ensuring better product availability and reducing stockouts.
- 2** **SOS score increased from 22% to 60%**, significantly enhancing shelf visibility and consumer engagement.
- 3** **Paid visibility increased from 75% to 90%**, while free visibility saw a notable rise from 63% to 80%.
- 4** **Execution Score improved from 66% to 85%**, reflecting enhanced execution quality and operational efficiency.
- 5** **Reduced manual auditing efforts by 70%**, allowing quicker response times and more strategic in-store execution.

Through AI-driven auditing, manpower deployment, and KPI-focused monitoring, **Love In Store** successfully enhanced compliance and execution quality for the **FMCG brand**. The improved results underscore the power of technology, data-driven decision-making, and operational excellence in retail execution.