

HCL Planovisor

An AI-driven solution for planogram compliance



Is your brand facing these issues



Differentiated product mix, targeted merchandising and promotion strategies for key markets is critical to the success of any CPG company.

Tremendous analysis goes into defining a market-specific strategy.

Monitoring the in-store execution of these strategies (recommended planogram, shelf visibility, end cap promotional displays, pricing adherence etc.) has always been a time and resource consuming challenge, and most companies struggle with the accuracy of data collected across markets.

Planogram gives an idea to the retailers of how the products placement on a retail shelf should look like for maximum sales and frequent customer visits, therefore planogram compliance becomes a necessity for a CPG organization's brand success.

Are you aware?

Manual auditing is tedious and error prone with error rates of up to 20%

- Stanford University

60% of OOS happen due to planogram non-compliance resulting in ~4% sales loss

- PWC

Increasing planogram compliance by 30% can increase profit by 8%

- NARMS

Our Solution

Powered by an AI-based image recognition engine, HCL's solution provides easy store checks. It converts planogram images collected from stores in key markets into easily comprehensible insights (e.g., planogram compliance, share of shelf, facings, out-of-stocks, adjacencies etc.).

HCL Planogram Process Flow



Data Collection and Storage

Crowdsourced image collection through a mobile app sales representative



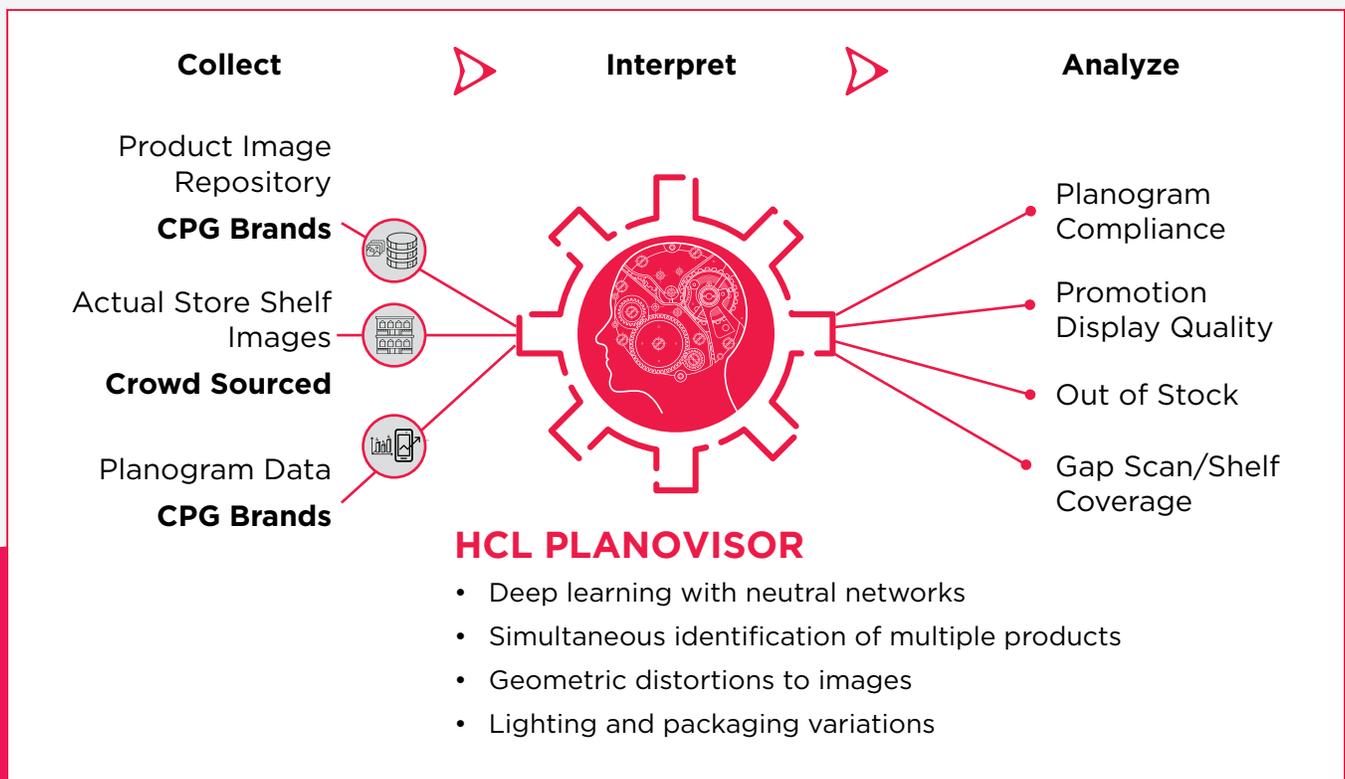
Interpretation

The AI-based deep learning solution leverages neural network to compare the image content with the recommended planogram image and extract insights



Visualizations and Reports

for the branding team's consumption



Business Benefits



Instant Shelf KPI Calculation



Faster Decision Making



Easy Identification of Compliance Gap



Increased Sales



Discover how HCL can enable innovative solutions for your enterprise by sending an email to rcpg.solutions@hcl.com

Explore CPG 4.0 Solutions

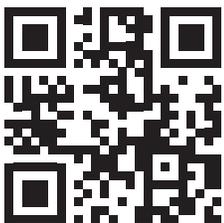
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HCL

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