

Retail Execution – A Hub of Activity

Below are the key use cases where IR technology can significantly enhance retail execution across the supply chain, from shelf management and pricing accuracy to promotional compliance and inventory control. Each use case demonstrates how IR can drive efficiency, accuracy, and actionable insights in retail environments.

8x Faster In-Store Auditing:

Conduct in-store auditing visits up to eight times faster with field reps using ZIA, ensuring efficient and accurate retail execution.

Increase Revenue & Brand Protection:

Ensures products are always well-placed, brand visibility driving sales growth.

95%+ Detection Accuracy:

From day 1 with potential increases to 98% for specific categories, guaranteeing precise monitoring of product.

Higher Promotional Yield:

Provides insights into promotional effectiveness, allowing for better strategy formulation and higher returns on promotional activities.

Enhanced Sales Focus:

Frees up field representatives to focus more on selling rather than data collection, making the sales role more attractive and efficient.

Market Intelligence:

Offers insights into competitor trends and category growth, aiding in market share expansion and future innovation.

Category Growth:

Gain insights into competitor trends, leading to increased market share.

Faster onboarding:

Just one week for up to 1,000 SKUs, ensuring that products are always up to date on the shelves.

Reduce Risk:

Accurate monitoring helps in maintaining compliance.

Our Use cases are classified by level of complexity from Neurolabs Use Case Level 1 – Use case Level 3. Each use case demonstrates how IR can drive efficiency, accuracy & actionable insights.