

How a Spanish field marketing agency achieved a **95% SKU detection**

Who: A leading global HR services and workforce solutions provider specialising in merchandising and field marketing for major CPG brands. Notable customers include P&G, Nestlé and L'Oréal. While the company operates globally, Neurolabs ZIA was initially deployed in Spain, with plans to expand to other markets.

Why: The company faced challenges in SKU catalog management, planogram compliance, and promotional display execution, especially in the on-trade channel. Managing operations across categories like beauty, confectionery, and cards required greater scalability and faster project timelines than their existing tools could provide.

What: The company leveraged Neurolabs ZIA to address Planogram Compliance, Shelf Execution, Execution Auditing, and Promotional Display Management, optimizing workflows and ensuring accurate, efficient retail operations.

The results

- Achieved 95%+ SKU detection accuracy across 2,000+ SKUs,.
- Reduced SKU onboarding to under two weeks.
- Seamlessly integrated ZIA with existing in-house SFA tool

