

How a US CPG manufacturer achieved 98% accuracy in price recognition

Who: A leading U.S. beverage manufacturer, providing extensive distribution and retail execution support for major beverage brands across thousands of stores nationwide.

Why: The bottler aimed to enhance accuracy and efficiency in managing promotional displays and backroom inventory. Traditional methods were labour intensive and prone to inconsistencies, limiting effective compliance monitoring and stock levels.

What: Neurolabs' technology was implemented for promotion execution and backroom inventory management. For promotions, image recognition technology verified display presence, price compliance, and SKU alignment across various retail formats. In backroom inventory, Neurolabs supported improved order accuracy, reduced returns, and optimised stock availability by linking inventory visibility between the backroom and the store front.

Results

95% accuracy in product recognition.

98% accuracy in price recognition.

Increased visibility and consistency across thousands of retail locations.

