# Shelf Master

Digital trainer and motivation system for merchandisers

# High Turnover + Manual Training = KPI Failures

## High Staff Turnover

Many newcomers with no understanding of job specifics

## Costly Training

Manual training doesn't scale well

## Typical Mistakes

Photos, facings, planograms, visit completion

📝 **Result:** poor data quality → KPI non-fulfillment → brand and retailer dissatisfaction

# What is Shelf Master

### 2D Simulation

Training platform with progress analytics for fast onboarding

### Two Channels

Support for GT (Traditional Trade) and MT (Modern Trade)

### Integration

Embedded into the corporate ecosystem via SSO / LMS / API

The solution accelerates the ramp-up of new employees to stable work quality and creates managed motivation after training.

# What a Merchandiser Must Know How to Do

End-to-end workflow cycle at a retail point of sale

### Route
Receive tasks and visit the outlet

### Check
OSA/OOS, shelf placement, facings

### Control
Price tags, promotions, POSM

### Correction
Fix violations

### Report
Photos and visit closure

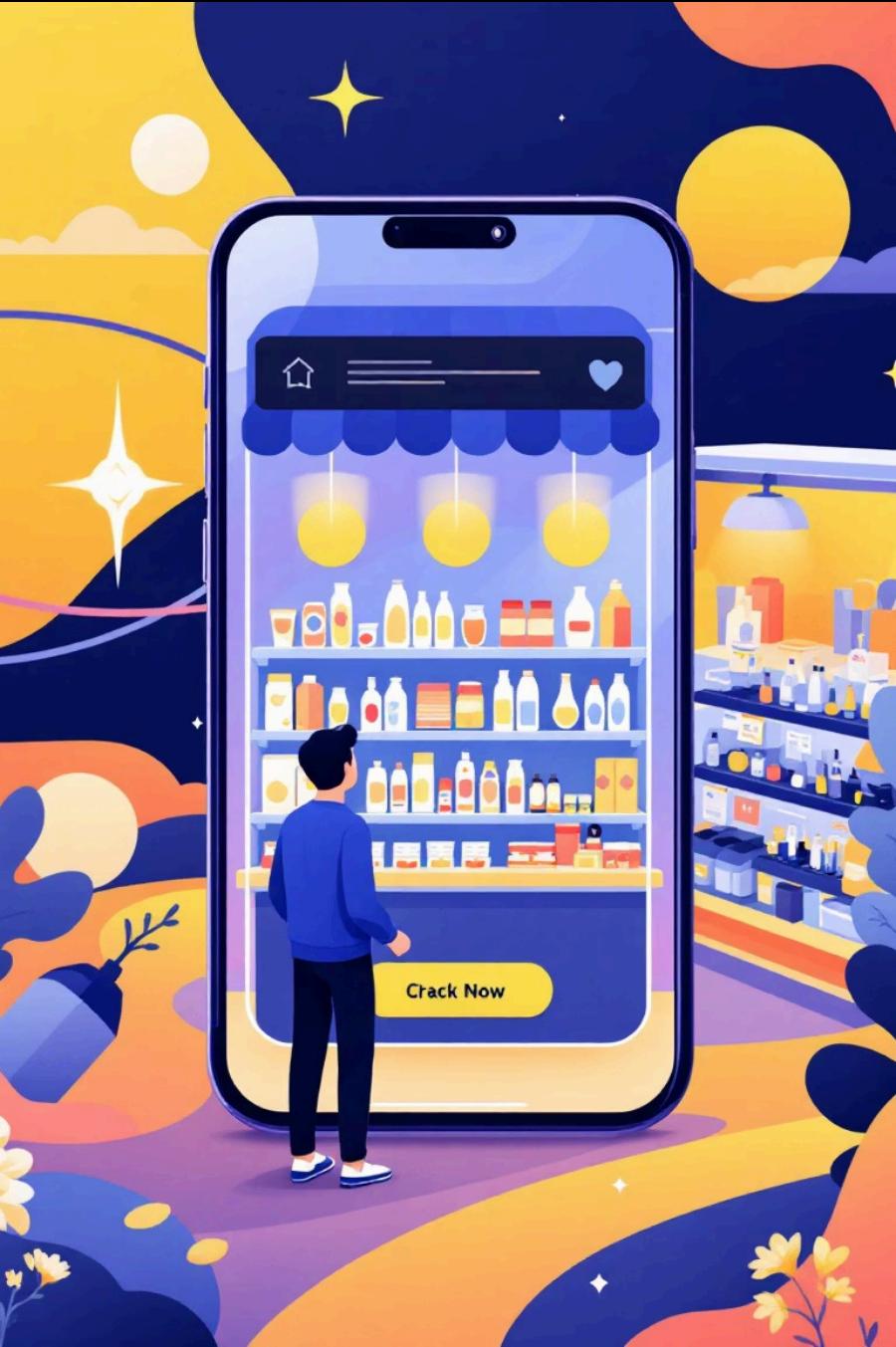# Training as Simulation + Behavior Management

### Learning / Onboarding

We teach correct execution through simulations, scenarios, and interactive content

### Work Gamification / RPG

We motivate more and better performance: progress, levels, rewards

Separate logic: training does not "punish" — the work layer manages discipline and quality

# How Learning Works

Short missions, practice, and instant feedback

## 2D Store Scene

Clicks, drag-and-drop, mini-games, NPC dialogues

## Goal Checklists

"Place by planogram", "find violations", "take a photo"

## Progressive Difficulty

Gradual complexity increase + built-in tutorial

## Feedback

Points/penalty + error explanation

# Two Worlds of Retail: GT and MT

## GT — Traditional Trade

- Initiative
- Variability
- Dialogues and objections

## MT — Modern Trade

- Strict standards
- Planograms
- Checklist control

Different scenarios and skills for each channel type. 2–3 scenarios per channel are sufficient for MVP.

# Training Modules

Universal core + client-specific extensions

## Terms & Visit Logic

SKU, OSA/OOS, facings

## Shelf Display & Planograms
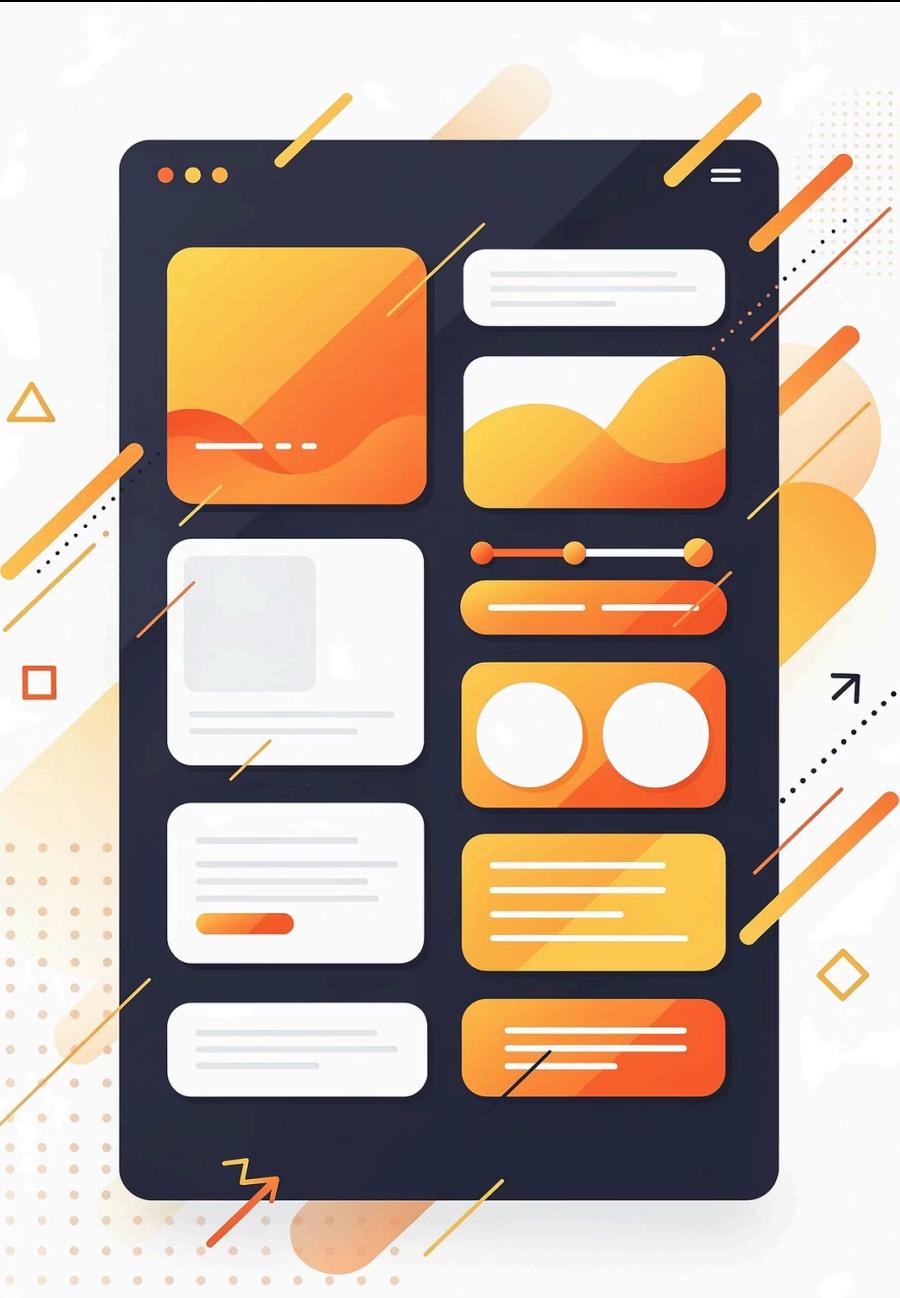
Shelf build, "spot the difference"

## POSM & Promotions

Promo materials compliance

## Photo Reports

Photo quality control

## Common Mistakes

Challenging situations

# Customization Without the Pain

**1** **Problem**

Every client has their own KPIs, planograms, and rules

**2** **Solution**

AI Template Builder instead of custom development for each client

**3** **Result**

Content is configured in a matter of hours, while the logic stays unified

| Planogram Template | Checklist Template | Promo Quest Template |
|---|---|---|

# Work RPG After Onboarding

Levels, XP, internal currency, badges

## Motivation Mechanics

### We reward for:

- Showing up for a shift
- Difficult locations
- Urgent tasks
- High data quality

### We penalize for:

- Photo errors
- Missed visits
- Low quality rating

> 🗒 **Important:** motivation is not the same as salary. What works is progress, status, and access to better shifts and rates

# Analytics & Control

Transparency in learning and work quality

## Event Logging

Module completions, errors, time, attempts, hints

## Metrics

Completion rates, average scores, bottlenecks, rankings

## Admin Dashboard

Reports by employee and group, data export

## ROI Foundation

Correlating simulator results with field KPIs

# What you get from the pilot

## 2-3
### Scenarios
GT/MT + universal modules + analytics

## 7/30
### Retention
Retention and repeat sessions

## ↓
### Errors
Reduction in errors, growth in valid photos

## ↑
### Speed
Time to first shift

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## Integration: minimum contract

Single entry point via corporate portal/LMS with SSO support. SCORM/xAPI support for progress tracking. Principle: the product counts — the platform displays.