



NEUROLAB

Innovative
technologies for
sales growth

NEUROLAB RETAIL

NEUROLAB Retail is a solution for automating audits and optimizing merchandising in retail outlets.

SYSTEM BENEFITS

- a built-in module for planning and monitoring the work of merchandisers and auditors;
- built-in product recognition and analytics modules allow you to get all the information about the products on the shelf.

HERE ARE THE BROBLEMS THAT NEUROLAB RETAIL SOLVES

- relevance of price tags;
- product availability on the shelf;
- compliance of planograms;
- accuracy of work done by merchandisers.



home

Welcome to the NEUROLAB client account



Filters Active: 0

home

Schedule of visits

Visit reports

Visit analytics

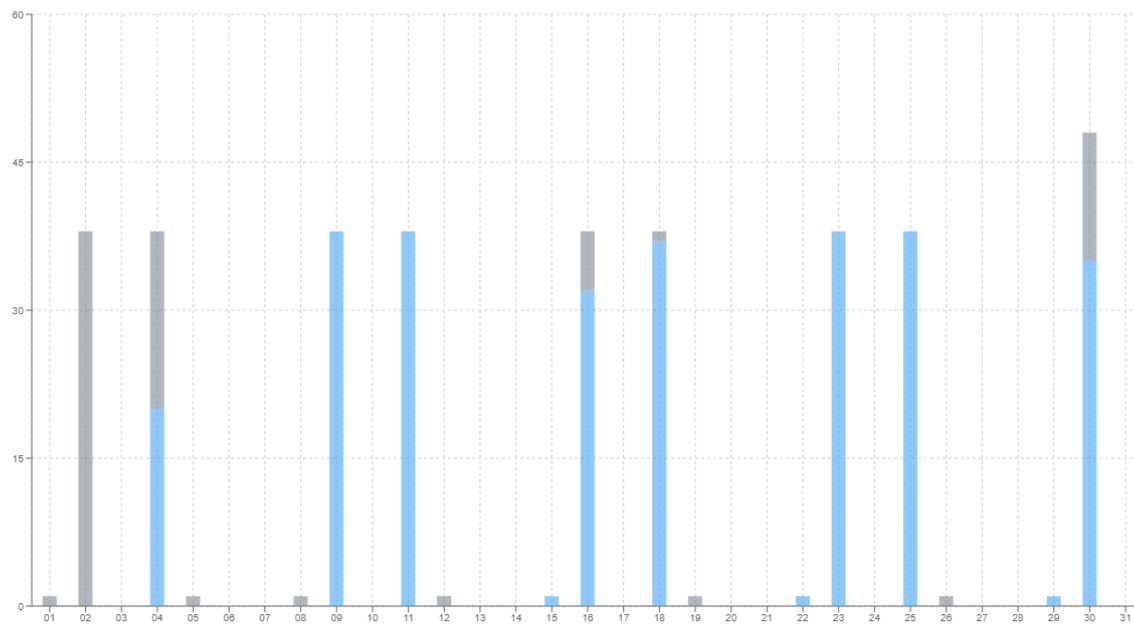
Export data

Completed visits

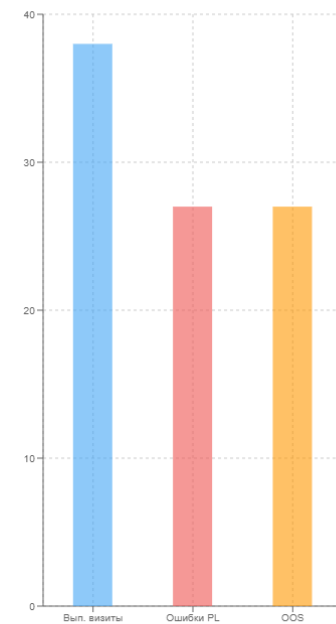
Visit analytics

Images

Number of visits by day from 02/01/2024 to 02/29/2024



Status of visits for 02/02/2024



From the date of 01.01.2024

by date 31.01.2024

August 2023

September 2023

October 2023

November 2023

December 2023

January 2024

February 2024

GO OUT

CHANGE PASSWORD

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EASY INTEGRATION WITH RETAILER AND SUPPLIER INFORMATION SYSTEMS

Control of incoming merchandise

eliminate the uncontrolled arrival and mess on the merchandise shelf after the visit

TASKS OF A RETAIL OUTLET

Perfect shelf order:

- Ensure merchandisers adhere to planograms.
- Maintain current price tags.
- Remove expired products.

ORGANIZATION OF THE BUSINESS PROCESS OF WORKING WITH A SHELF BASED ON READY-MADE SOFTWARE



NEUROLAB

Optimize costs

increase the efficiency of merchandisers and get cost reductions

SUPPLIER TASKS

Achieve perfect presentation of your product

have the ability to control and see your product on the shelf

HOW NEUROLAB RETAIL WORKS?

Retail outlets



After authorization, merchandisers or retail chain employees receive an up-to-date planogram and simple step-by-step instructions.

Store employees can supervise incoming merchandisers, write comments and remarks.

The NEUROLAB program module



Receives and processes data from the fields (recognizes photos, organizes information, checks for compliance, etc.). **95% accuracy.**

Receives settings from managers: planograms, prices, etc.

Analyzes all data, sends prepared recommendations.

Managers

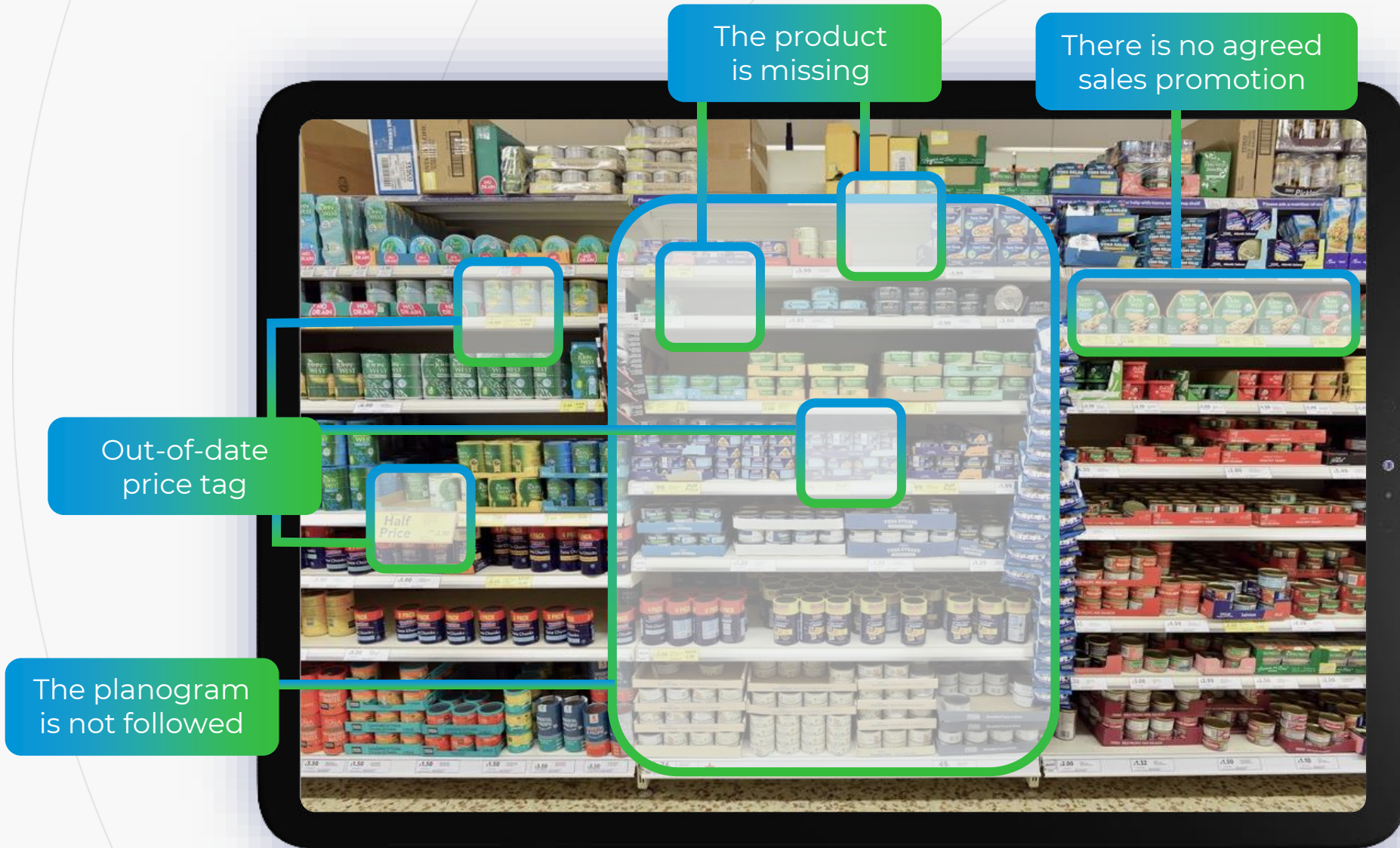


They receive information as well as recommendations with notifications about the availability of goods on the shelf.

They make operational adjustments based on analysis and data.

Advanced reporting in customizable charts is ready for quarterly or yearly accounting.

WHAT DATA DOES THE SYSTEM COLLECT FROM A SINGLE PHOTO?



PROCESSED DATA:

06.02.2024, 14:33
Retail outlet 1
Conservation
Missing product - 2
There is no agreed sales promotion
Inaccurate price tags - 3
The planogram is not followed

Figurative illustration of algorithm's recognition of shelf from photo, date and coordinates of shooting.

BENEFITS OF A RETAIL NETWORK

NEUROLAB is both situation assessment (powerful analytics) and solution (rich tools)

	ACTUAL TASKS	OUR SOLUTION
1	Adherence to the planogram by merchandisers	Automatic control of planogram compliance during the visit. Adaptive planograms that change depending on the occurrence of specified criteria.
2	Monitoring compliance with the shelf share	Automatic control of shelf share compliance. Notifications when a merchandiser violates this parameter.
3	Access control of incoming merchandisers	Schedule of visits in the admin panel with access control, GPS presence confirmation, recording of arrival/departure time.
4	Planning and control of the work of regular employees	Automating the scheduling of regular staff, taking into account the parameters entered into the system in paragraph 3.
5	Administration of the system	Automatic control of merchandisers' work execution in accordance with the set parameters.
6	Control of goods missing on the shelf	Automatic Out-of-Stock notifications during the merchandisers' visit process.
7	Repurpose staff costs:	Possibility to optimize expenditures on regular staff and outsourcing of tasks to third parties.
8	Relevance of price tags	Automatic recognition of price tags and their comparison with prices in the system.

ADDITIONALLY INCLUDES:

- recommended schedule of merchandisers' visits;
- automatic notifications of all critical situations on the shelf.

SUPPLIER BENEFITS

The supplier is motivated to collaborate in the system for increased output and production.

	ACTUAL TASKS	OUR SOLUTION
1	Lack of control over the work of merchandisers	Automatic SFA system with monitoring of the steps planned in the visit.
2	Manual data processing in the merchandising process	Automatic control of the merchandising process with the connection of a recognition system for their digitization in order to eliminate the human factor (errors, forgery, etc.).
3	Necessity to purchase additional equipment	No need to purchase additional equipment.
4	The high cost of a full-time merchandising team	Possibility to engage a third-party merchandising team.
5	Control of access and working hours of merchandisers	Automatic control of merchandisers' presence in the point of sale with authorization and GPS linkage.
6	Out of stock (OOS)	Automatic out of stock control during the merchandisers' visit process.
7	Lack of information on balances and movement of goods for each outlet	Automatic recommendation on the number of visits.
8	Lack of price compliance control	Automatic control of price tags during the visit and comparison of their relevance.

ADDITIONALLY INCLUDED:

- recommended planograms depending on residuals and other specified parameters;
- automatic notifications of all critical situations on the shelf.