



Wipro iShelf Insights

Planogram management reimagined with AI

Get started



Overview

The retail reality

Tedious and prone to error, manual planogram compliance negatively impacts both the retail associate and customer experience.

[Introducing iShelf Insights >](#)

Retailers

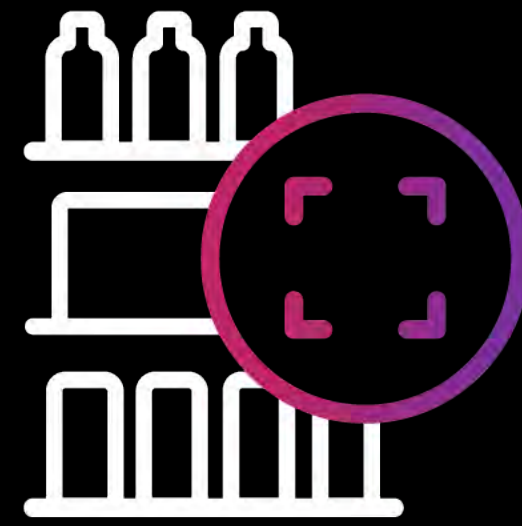
may need to deliver

20–30%

improvement in store productivity
to compensate for the channel shift
away from physical stores¹



¹ Priveen Adhi and others, "Reimagining Stores for Retail's Next Normal," McKinsey & Company, April 22, 2020.



iShelf Insights lets retailers see into their store shelves with real-time reporting, giving associates the ability to easily capture photos and detect items that are incorrectly placed or missing—all on the Microsoft Cloud.

Here's how it can help >



What challenge can iShelf Insights help you solve?



Tedious manual planograms impact employee job satisfaction

Empower store associates to streamline compliance and improve their work experience.

[Learn more >](#)



Unreliable reporting for planogram compliance impacts visibility

Increase leadership's visibility into planogram compliance with real-time reporting.

[Learn more >](#)



Incorrectly displayed products affect the consumer experience

Help the chief brand officer ensure products are displayed consistently across retailers.

[Learn more >](#)



Meet Adrian

The store associate

Challenge

Time-consuming manual planogram compliance threatens employee satisfaction

Paper-based planogram processes are often too inefficient and error-prone to ensure the right products are on the right shelves. Tired of spending too much time on this issue, Adrian is considering leaving the company.

What's the insight? >



Challenge



Insight



Solution



Insight

Employee loyalty and the bottom line are both impacted by tedious manual planogram compliance

50% of U.S. frontline retail employees are considering leaving their jobs²



[See the solution >](#)

² David Fuller and others, "How Retailers Can Attract and Retain Frontline Talent Amid the Great Attrition," McKinsey & Company, August 17, 2022.



Solution

iShelf Insights helps improve the employee experience

Streamlining the planogram process improves efficiency in the field and reduces errors. This helps Adrian ensure that products are on the right shelves, and frees up time for more added-value work, which leads to a promotion. As shift lead, Adrian uses iShelf Insights to share real-time reporting with store leadership and show big month-over-month improvements in compliance.

[See another use case](#)



Challenge



Insight



Solution





Meet Ana

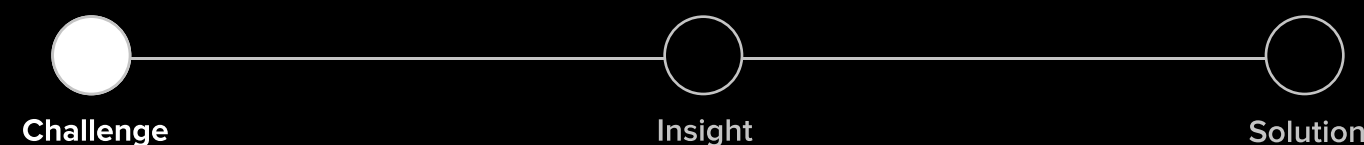
VP of Visual Merchandising

Challenge

Manual planograms make it difficult to confirm compliance

Ana isn't seeing the results she expected to see from her team's strategic in-store merchandising plan. Without visibility into recent planogram compliance across stores, she can't determine which areas need improvement.

What's the insight? >

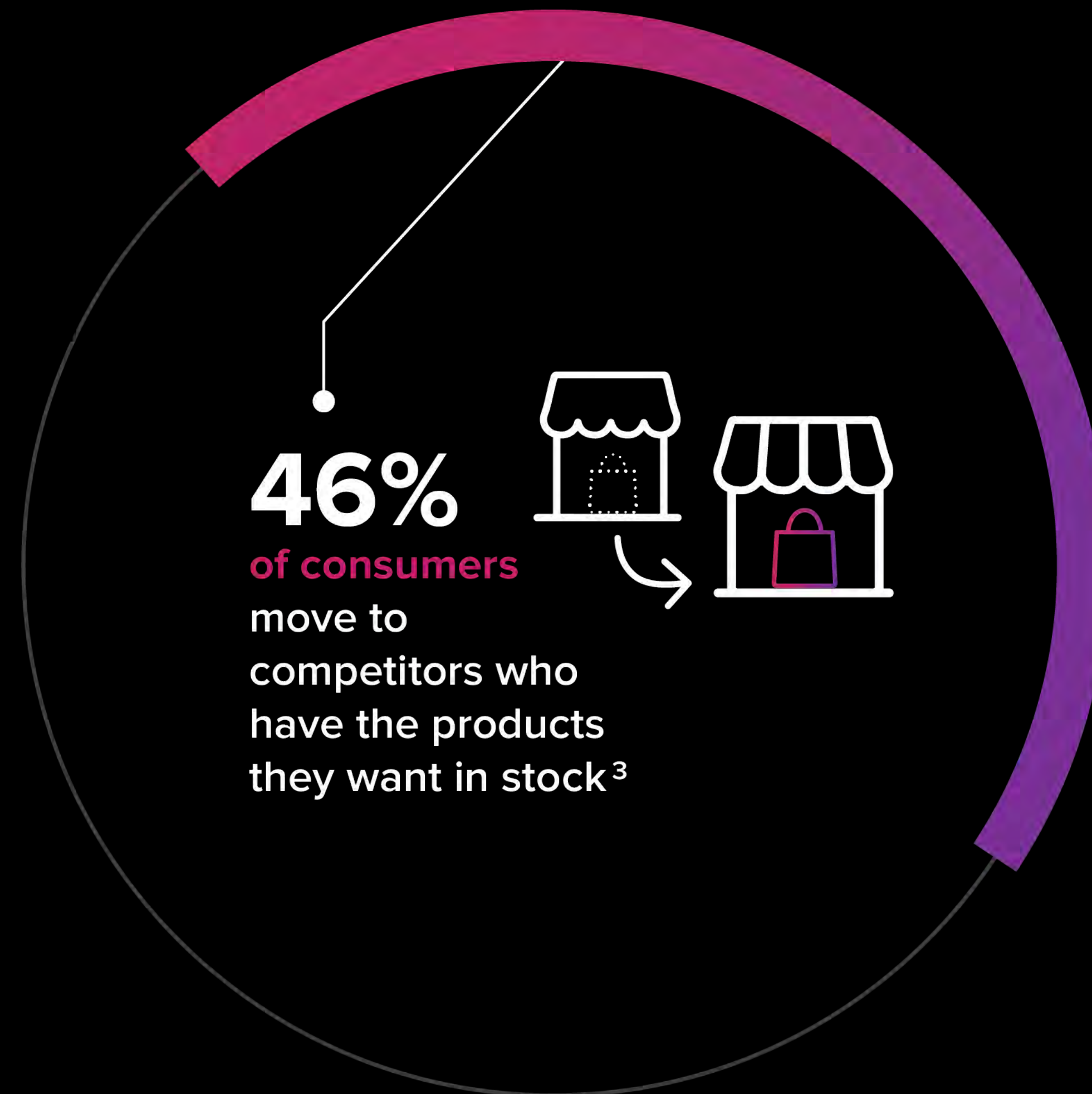




Insight

Visibility into planogram compliance ensures a better, more consistent customer experience

See the solution >



³ Lebow, Sara, "The Top Reasons Consumers Switch Brands," Insider Intelligence, May 27, 2022.



Solution

iShelf Insights leverages AI to identify potential compliance improvements quickly and easily

With iShelf Insights, Ana's team now has access to real-time reporting for planogram compliance across all stores and can pinpoint areas for improvements.

[See another use case](#)





Meet Delmar

The chief brand officer at a CPG company

Challenge

Incorrectly displayed and priced products negatively impact the customer experience

It's difficult for Delmar to ensure that his potato chips and other snacks are displayed correctly across retailer stores. During field assessments, he often finds errors, which likely lead to decreased sales.

What's the insight? >



Challenge



Insight



Solution



Insight

Consistent planogram compliance across stores offers brand protection

See the solution >



Research reveals that improving the customer experience



has increased sales revenues by

2–7%⁴



increased profitability by

1–2%⁴

⁴ "Prediction: The Future of Customer Experience," McKinsey & Company, McKinsey Turkey Podcast, hosted by Onur Mumcu, April 11, 2022.



Solution

iShelf Insights helps reduce planogram errors and ensure brand protection

With iShelf insights, Delmar can trust that his company's product displays meet planogram compliance and are correct across retailers. This reduces negative customer experiences from missing or incorrectly displayed products.

[See another use case](#)



Challenge



Insight



Solution