Our mission at StayinFront is to help Consumer Goods companies with three principles: Know More about the retail environment, Do More to impact the shelf and Sell More in every store visit. Our new Interactive Shelf module delivers all three of these principles in spades.

What is Interactive Shelf?
StayinFront Digital Interactive Shelf is a revolutionary way to boost field rep productivity and gain new insights into shelf conditions. Interactive Shelf leverages digital images to create a visual, easy-to-use, interactive interface that allows reps to complete in-store activities quickly and accurately to optimize the Perfect Store.

What is the Problem with Current Methods?
Traditional ‘grid-based’ shelf audit interfaces present information in data-intensive grid formats where there is so much information that often the user struggles to identify the problems and opportunities that the shelf provides. In addition, grids usually capture only one or two data dimensions so decision making using the data is sometimes difficult.

The StayinFront Interactive Shelf Solution
Interactive Shelf shows the shelf in a graphical, interactive format on a tablet, allowing the user to manipulate the information with their fingers. This new interface makes it easy for the rep to see where there are opportunities to improve the shelf and simple for the user to modify the information visually. In addition to a much easier way to view and edit the data, Interactive Shelf captures multiple data dimensions, including placement on the shelf.

Measuring Multiple Variables
• Presence on the shelf
• Placement on the Shelf
• Facings
• Pricing and Promotions
• Competitive Position including share of shelf and co-positioning information
• And many more important performance metrics
A Picture is Worth a Thousand Words

A picture is worth a thousand words, and Interactive Shelf is the perfect example of this in action. The user can see, at a glance, the problems and opportunities present on the shelf. There is no need to scroll through a grid looking for a needle in the haystack of data. The information is apparent immediately to field users.

This is possible because digital images and AI are used to create an accurate picture of the shelf which Interactive Shelf then converts into a graphics that can then be manipulated on the tablet screen. StayinFront Digital can also be trained to recognize competitor brands or products.

A visual representation is 1,000 times more powerful than an audit grid of series of KPI’s. One of the historical barriers to adoption has been the numerous devices used to capture images and challenges with image quality particularly when reps are having to create a collage of images to represent the full shelf. StayinFront Digital’s exciting new Burst Image feature speeds up the process of taking photos of shelves. You simply walk down the aisle with the camera pointed at the shelf and let the app worry about lining up multiple pictures together.

Other Important Benefits

Other important benefits include the Shelf History feature: the user can swipe back through previous images of the shelf to identify changes over time. This is also a useful sales tool when talking to store managers, giving them an easy way to communicate and understand category variations.

In Summary

StayinFront’s Interactive Shelf module makes the user’s job faster and easier. Know More when you collect richer real-time information, Do More to help the user make data-based sales presentations in store in a completely new way. Deliver Perfect Store KPI’s to the user immediately, showing reps what they need to do to improve the quality of the shelf in real-time and help your reps to Sell More in every store visit.

Know More, Do More and Sell More with StayinFront Digital Interactive Shelf