



StayinFront RDI Field View

StayinFront RDI Field View enables you to build a smart field force. This multi-platform application is for CPG field sales teams which automatically analyses EPOS data generating daily alerts, to address specific store level on-shelf availability issues. The field team receiving these alerts ahead of the store visit dramatically improve productivity and effectiveness.



Why Do You Need StayinFront RDI Field View?

Retailing is increasingly complex meaning that poor retailer compliance to ranging and promotional agreements are major issues that cost brand owners in lost sales. Avoid these issues by being able to direct your field sales teams to the biggest opportunities in every store visit. StayinFront RDI Field View generates daily, store level alerts with root-cause analysis and sales collateral to enable the sales team to focus on improving retail execution.



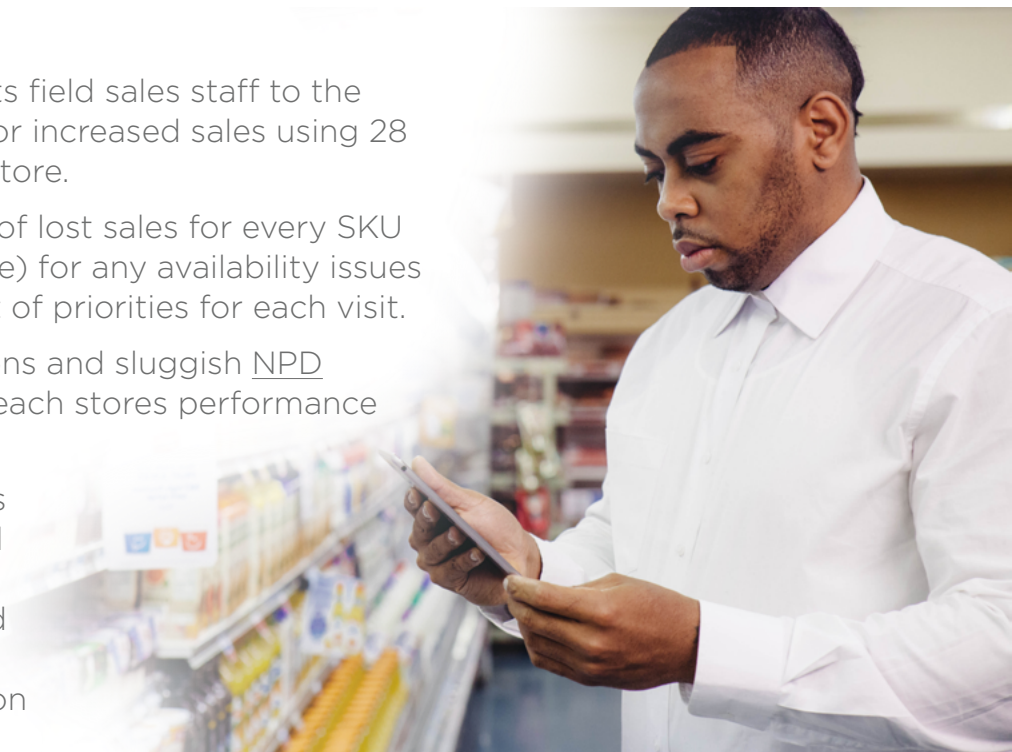
How Does It Work?

StayinFront RDI's application directs field sales staff to the stores with the greatest potential for increased sales using 28 days of SKU level history for each store.

Our algorithms calculate the value of lost sales for every SKU and forecasts the SOP (Size of Prize) for any availability issues identified thus providing a clear set of priorities for each visit.

Poor availability, misfiring promotions and sluggish NPD rollout are highlighted, comparing each stores performance with carefully selected peer stores.

Our traffic light system ranks stores by each category, allowing the field sales operative to show store staff how they are performing compared with similar stores in their region. This encourages healthy competition and sharing of best practice.



Contact us at sales@stayinfront.com to find out more.