Turn Pictures into Profit with Digital Companion

Conduct swift and accurate on-shelf assessments and analyses with the StayinFront Digital Companion solution.

The StayinFront Digital Companion solution provides consumer goods organizations with world-class digital merchandising capabilities combined with a powerful and easy-to-use interface based on the industry-leading StayinFront TouchCG Retail Execution solution.

The rapidly deployed StayinFront Digital Companion will allow field reps to quickly and efficiently capture images of the shelf and upload them for rapid analysis, while administrators will be able to monitor and manage the digital merchandising system using the StayinFront Touch Portal.

Why Do You Need StayinFront Digital Companion?

StayinFront Digital Companion allows you to assess on-shelf availability and placement, perform competitive comparisons, and analyze trends through highly efficient and accurate image recognition software that can be used standalone or alongside your existing SFA solution. Boost your existing solution to gain valuable data insights, including powerful metrics, such as presence, facings, share of shelf, out of stocks, and much more.

StayinFront Digital Companion Features:

- Cost-effective, fully functional image recognition and analysis
- Intuitive, easy-to-use user interface based on the award-winning StayinFront TouchCG platform
- Available in 30+ languages
- Supported on iOS, Android, and Windows systems
- Optional standalone application, alongside your existing SFA solution, or fully integrated into the StayinFront TouchCG Retail Execution solution (See StayinFront TouchCG Advanced for full details)
StayinFront Digital Companion Transforms In-store Sales Activities By:

- Providing timely visibility into out of stocks, which is increasingly important given the global out of stock rates are at 8% (and nearly twice as high for promotional items).
- Eliminating human error and gathering store data efficiently, consistently and accurately.
- Identifying product availability and facings with up to 96%+ accuracy.
- Analyzing performance and trends by SKU, brand and category.
- Directing your sales teams to activities with the greatest uplift by understanding your product exposure vs competitors – by region, channel and store.
- Optimizing Perfect Store initiatives with the proper requirements and compliance enforcement.
- Saving up to 30% of the rep’s work time during visits. You can use this time savings to allocate extra resources to other sales activities.

*Do More, Know More and Sell More with StayinFront Digital Companion*