

## MAJOR SALES UPLIFT FOR ICE CREAM BRAND

One of the world’s leading ice cream companies is installing CoolR’s Vista cameras in its freezers at large format grocery stores.

The brand was looking for a 10% increase in sales using CoolR’s unique Playbook platform.

It is achieving results way in excess of this target via Playbook’s automation of replenishment orders, based on CoolR’s visual AI analytics, and improving on the previous process of using the POS data provided by the grocery stores.



## THE PROBLEM

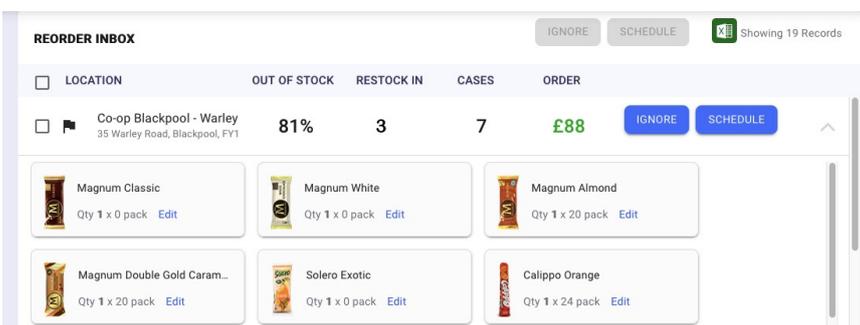
The problem with this was that the system didn’t capture low stock or slippage, and the data shared was difficult to analyze. To help, CoolR offered Playbook and Vista cameras to accurately determine the selling opportunity three times per day.

**POS DATA PROBLEMS.** The ice cream company typically used POS data from the grocery store to determine orders.

## THE SOLUTION

captured in the field from connected cameras or smart phones to automatically calculate the value of an order. Pictures are pushed through the platform and an order total is shared. In this case, the brand determined that any location that had at least 4 cases in sell-in opportunity should have an order placed. Vista cameras are set to take pictures three times per day. A picture is then processed using Machine Learning algorithms developed by CoolR to determine the value of the order.

**PLAYBOOK PLATFORM EXECUTION.** Playbook is CoolR’s automated ordering platform for retailers and brands. It uses data



Each morning, Playbook automatically finds the locations that have a need for orders over the pre-defined threshold and populates the SKU-by-SKU order by case number and order codes. The output is a customized data set that allows for automated ingestion into the brand’s ordering system.



## SALES UPLIFT

automation. The increase in sales has been very significant - the locations that allow Playbook decide to the visits have seen a **net sales revenue uplift of 65%**. This number represents an ROI of about 25:1 over a year of investing in the technology.

## ROI OF A VISIT

that's what Playbook enables. Brands now have the chance to control what the ROI from each visit to the store can bring them. This is customizable by market, day of week, and many other parameters. The data and decision making provided by Playbook gives all parties a superior level of confidence that they are doing everything possible to maximize sales for the brand. The AI-driven automation means there are no mistakes, human error, or inaccurate decisions based upon "gut feelings."

## RICH ACTIONABLE DATA

can now see the lost sales for each product SKU on a daily basis. This is very powerful, enabling them to make better decisions on which items need more presence in the planogram.

When the project began, the brand was clear that the most important KPI for determining success was to compare the sales of locations using POS data vs locations that used Playbook

The cost of a visit has never been more expensive than it is today. Productive employees are expensive as well as difficult to keep. Each visit must bring value to the retailer and brand and

In addition to the dramatic lift in sales, CoolR is able to give brands a wealth of new data to help them make better decisions on product mix and supply chain management. For example, brands

The screenshot displays the Playbook interface for a store location. It includes a planogram view on the left and an inventory table on the right. The inventory table lists product names, facings, and in-stock quantities.

PRODUCT NAME	FACINGS	IN STORE
Empty	0	6
Solero Exotic	1	1
Feast Original	0	1
Twister Pineapple, Strawber	1	1
Unknown	0	2
Unknown	0	1
Ben & Jerry's Cookie Dough	1	0
Magnum Double Gold Caram	1	0
Magnum Classic	1	0
Magnum Almond	1	0
Magnum White	1	0
Calippo Orange	1	0
<b>Total</b>	<b>8</b>	<b>6</b>

Brands can also use this data to create more localized planograms based on demand, not outdated factors like demographics that become hard to use in predicting customer tastes. Lastly, brands can see how new products are performing. Typically, a brand spends large parts of its budget on determining new product performance. Playbook offers its customers a view on this at scale, without someone ever needing to visit the store to carry out surveys or ask customers awkward questions.



## CONTACT US

If you would like to learn more about CoolR and the value we can bring to you, please reach out to [Sales@CoolRGroup.com](mailto:Sales@CoolRGroup.com).