

# RETAIL DIGITIZATION APPLICATION

PRESENTED BY  
POPPROBE



POPPROBE

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# INTRODUCTION

## Retail Digitization Mobile App.

- This mobile application replaces manual data capturing process of daily store operations and enables faster data capturing through digitization.
- The application generate reports and a dashboard with captured data for decision-making.
- This digital platform record's training activities in the stores.
- An Interactive Web dashboard soon be a PWA (3 Months)
- Track, Address and highlight issues basis category and sub-category
- Use the Platform for Observation Audit purpose to share findings with relevant function
- Move from Excel to One stop Analytics (Customization Available)



# ABOUT POPPROBE & HOPE Research Group



HOPE RESEARCH GROUP

**POPProbe** is a retail execution solution delivering growth to brands across 3 continents, by tracking crucial aspects of everyday retail operations at the point of sale.

It is the Retail Branch of **HOPE Research Group**, an established market research firm in existence since 1985.



USA



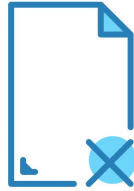
INDIA



EUROPE



# SCOPE OF WORK



Reduce/remove the paper-based data capturing process for operations, supply chain and training departments.



Provide interactive reports and dashboards to employees across the hierarchy.



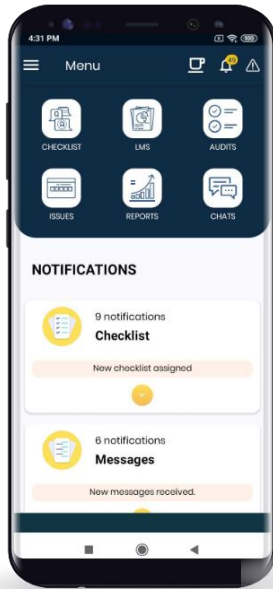
Create a communication medium between employees so that information is shared effectively and easily.



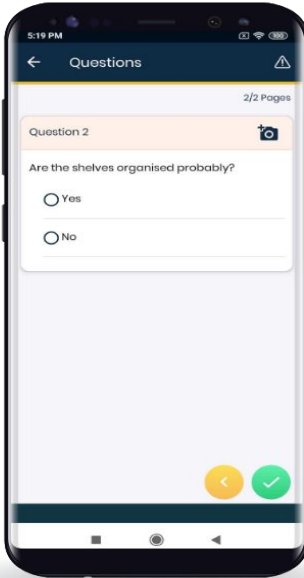
Integrate with existing platforms so that employees can perform multiple tasks from the same application



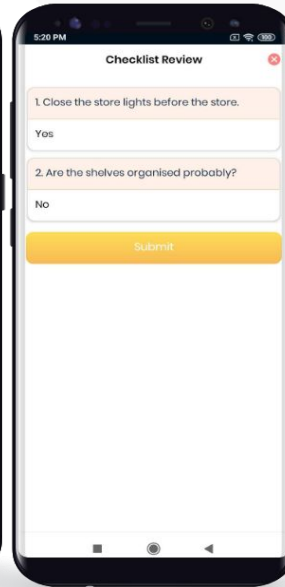
# POPProbe App View



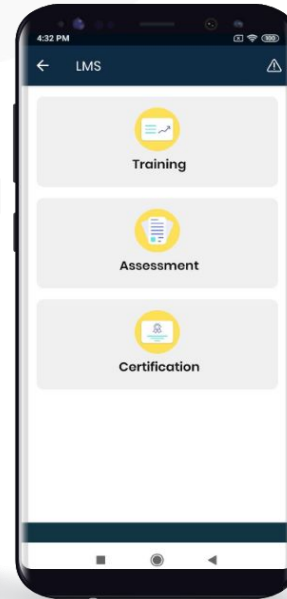
Landing-Page



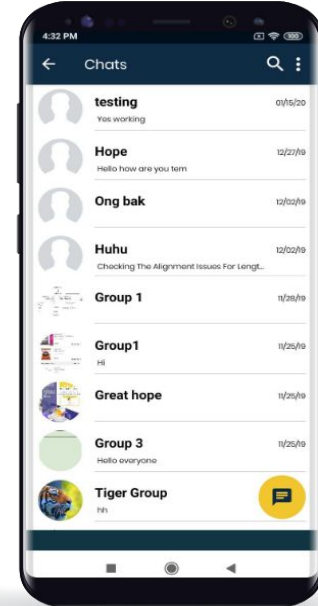
Checklist



Checklist  
Preview



LMS



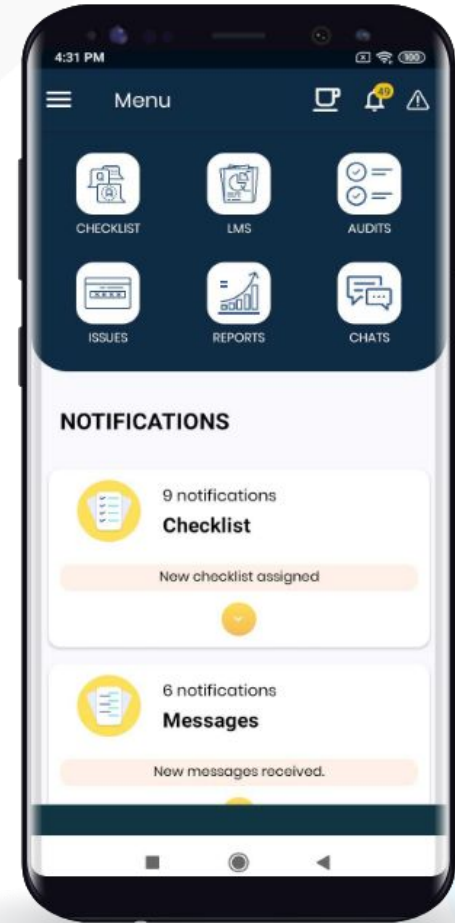
Group Chats



# Standard Features

POPProbe is a mobile application which is capable of the following standard features:

- Checklist Module: Checklists, Verify Checklists, Record Notes, Attach Media Files. Notification to alarm users and backforth on assignment and completion.
- Learning Management System: Create, Edit, Post, Distribute, Review, Assess and Certify
- Assignments Module: Tasks/Questionnaires, Notifications of Tasks/Questionnaires
- Issue Logging Module: Create, Edit, Post, Distribute, Review, Track
- Group Chats: Internal Messaging Platform.
- Observation Audits : Mystery Audits to find observation.
- Reports : On Mobile Reports to get a birds view
- Broadcast Message : Share messages in any form (PDF or Image)



# APP CHECKLIST MODULE



*View Surveys/Tasks, Take Surveys,  
Submit/Surveys.*

*Predefined questions in the form of  
Yes/No, Text and Image upload. A  
scorecard will be associated with  
each checklist submitted.*



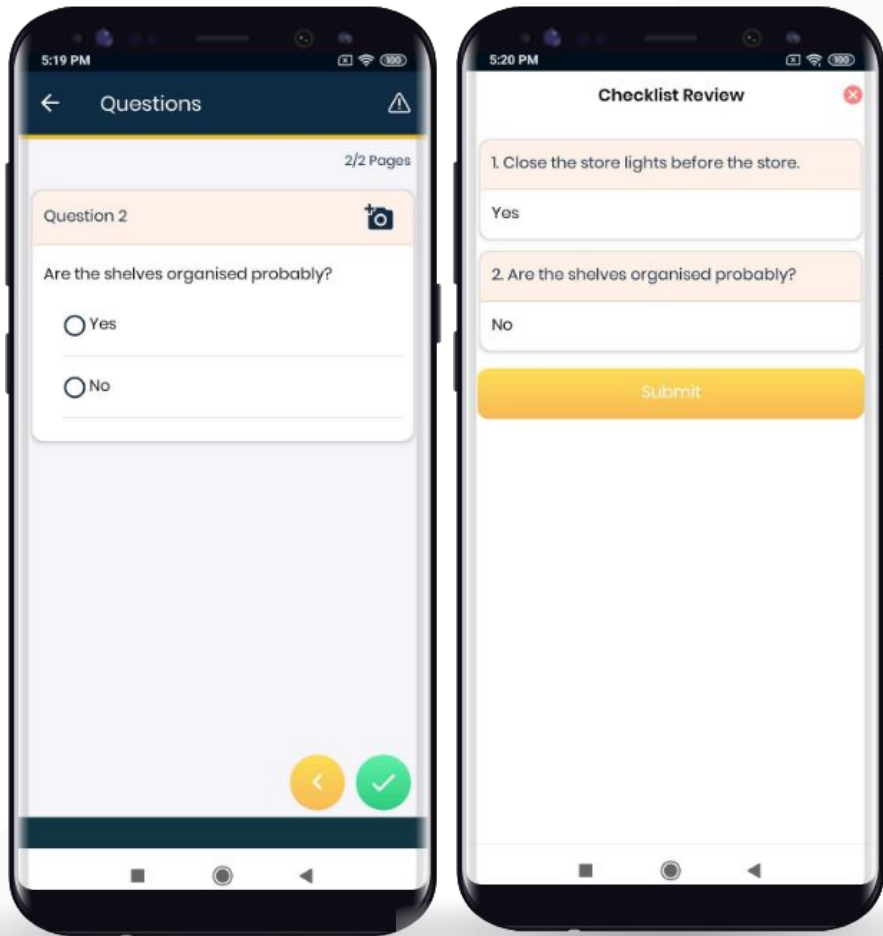


# APP CHECKLIST MODULE contd



*Forms can be created, edited, and managed as required.*





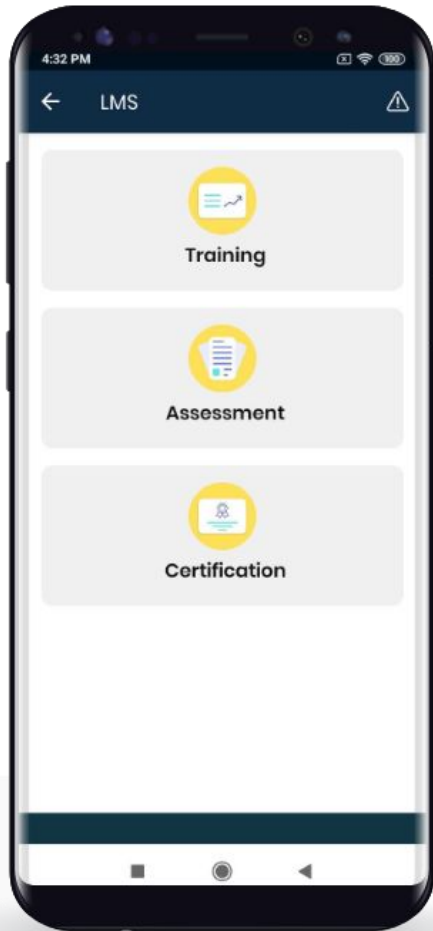
# Checklist Form View

*Digitize the checklist efforts to capture data.*

*Capture Image to validate the proof (Live Image only)*

*Post Submission user can preview to confirm submission*





# Learning Management System

*Training Contents can be added in any format (PPT, Videos, Image, Word or JPG)*

*Platform to learn training sessions through Text, Audio, Image and Video recordings to get certified*



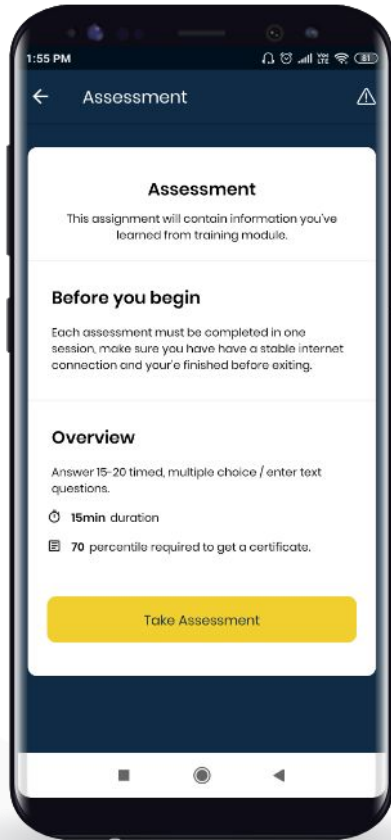
# APP TRAINING MODULE



*Instructional guide primarily used for teaching and learning step-by-step procedures*



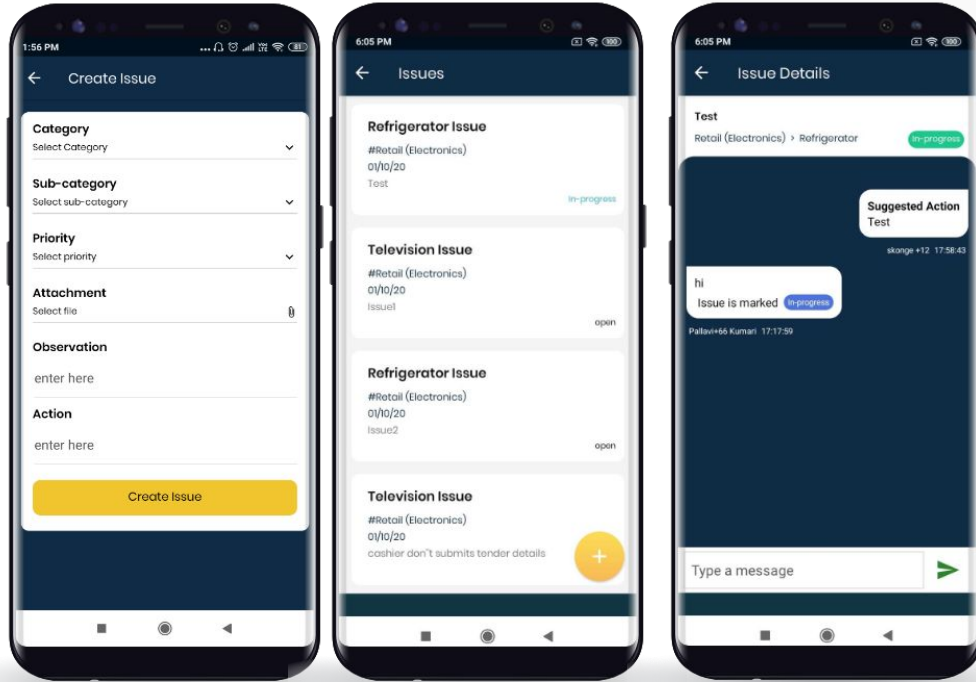
# ASSESSMENT MODULE



*Quizzes and Exams are bundled into one module type called Assessments*



# APP ISSUES MODULE

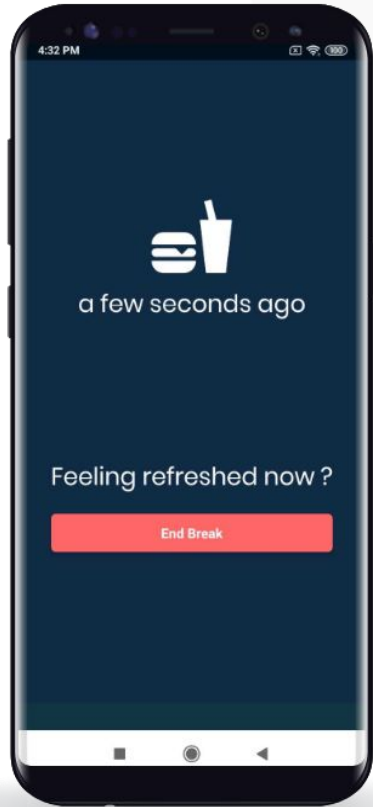
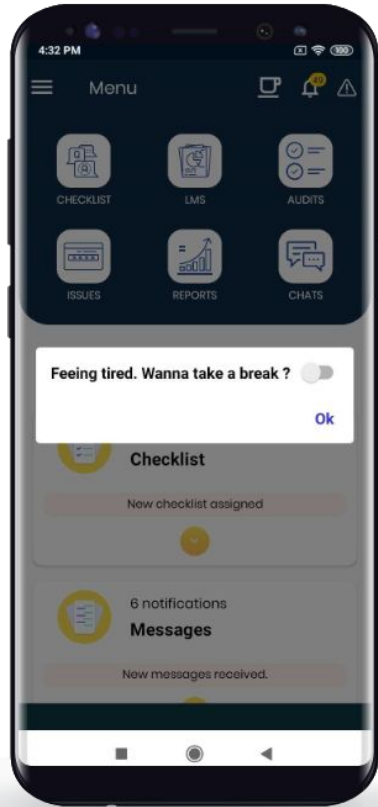


*Report a concern that is identified while performing duties.*

*Issue will be logged based on category and triggered to people concerned.*

*A chat window to resolve the issue between user and escalation team*

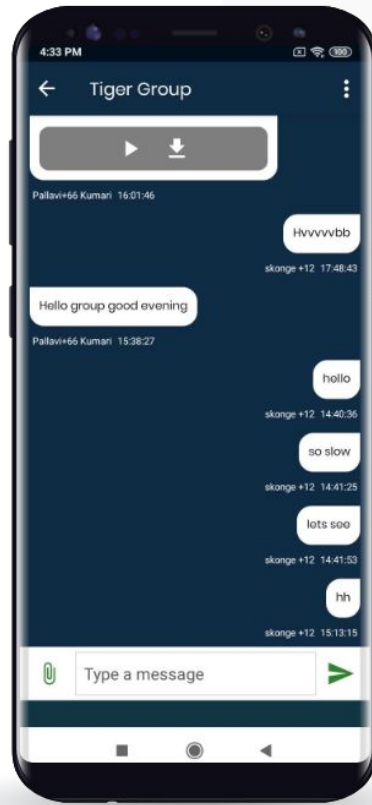
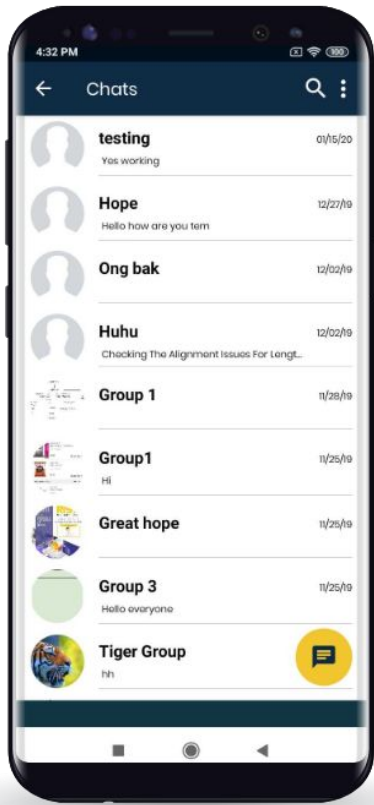




# APP LETS YOU MONITOR BREAKS

*Report a concern that is identified  
while performing duties*



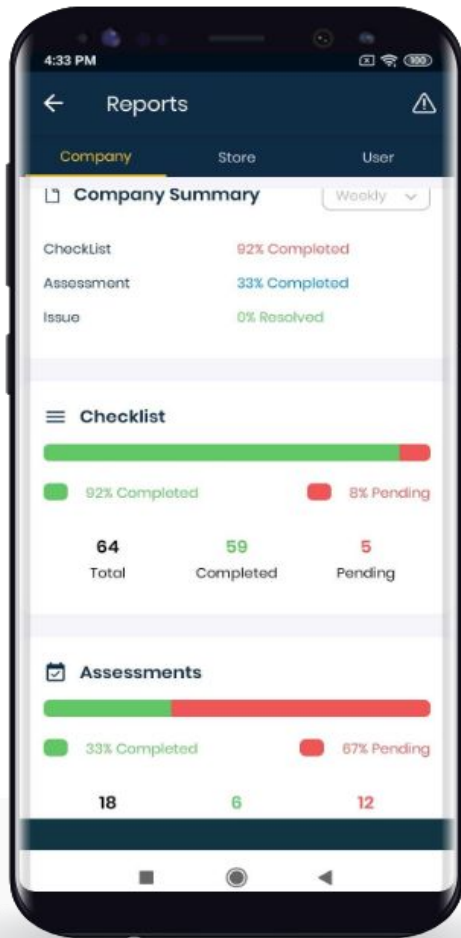


# GROUP CHATS

*Internal messaging tool to keep  
business discussion in one platform*







# MOBILE REPORTS

*Manage reports from Stakeholder,  
Store and User level as a birds view.*

*Web will provide detailed analysis*



# Web Reporting & Dashboard Samples

- The following screenshots are reporting dashboards built for some of POPProbe and HRG's clients.
- These dashboards can be customized for client operations, if required.



# POPProbe Dashboard of Checklist, LMS and Issue Data

POP PROBE

FILTER BY PERIOD

Daily

Weekly

Monthly

Quarterly

Checklist

LMS

Issues

Stores

Departments

Users

3rd Feb 2020

4:58 PM IST

\*\*Please note, this is the main page for all stores, by default, it will show current date data, we can change it to Weekly, Monthly, and Quarterly

CHECKLIST Score vsPP ↑

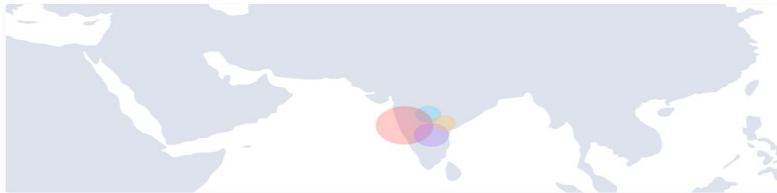
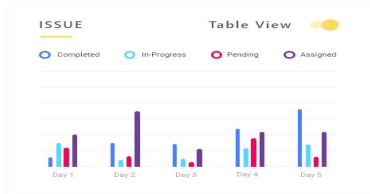
Total Completed	xx
Total In-Progress	xx
Total Pending	xx
Total Assigned	xx

LMS Score vsPP ↓

Total Training Completed	xx
Total Training In-Progress	xx
Total Assignment Completed	xx
Total Assignment In-Progress	xx
Total Course Assigned	xx

ISSUE Score vsPP ↑

Total Issue Resolved	xx
Total Issue In-Progress	xx
Total Issue Re-open	xx
Total Issue Registered	xx



Search the store name

Stores - Orders from Lowest Performace

STORE NAME Score vsPP ↑

Total Completed	xx
Total In-Progress	xx
Total Pending	xx

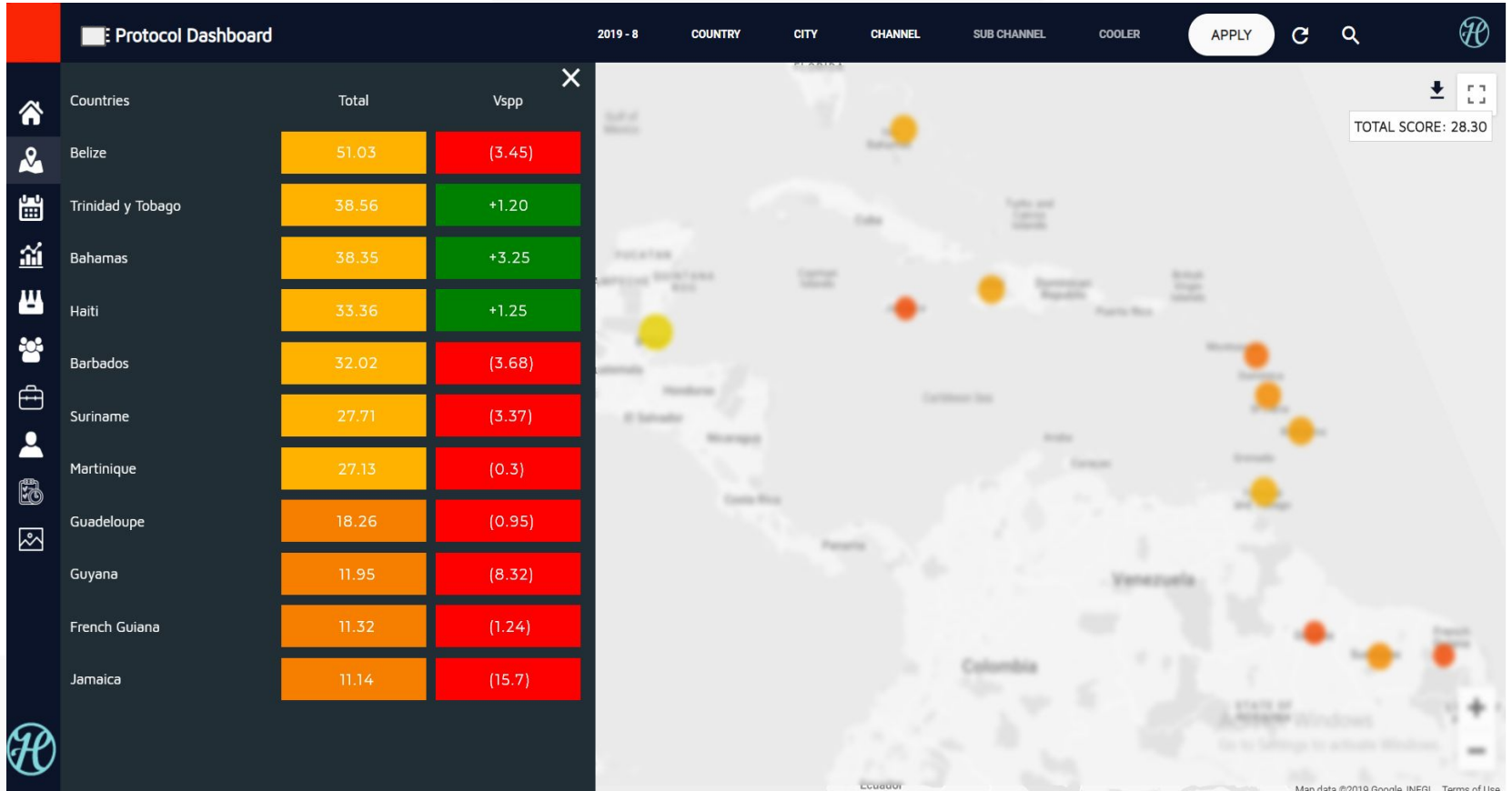
MODIFIED DATA FOR SECURITY PURPOSES.



# WEB DASHBOARD BUILT FOR A FORTUNE 500 CLIENT



MODIFIED DATA FOR SECURITY PURPOSES.



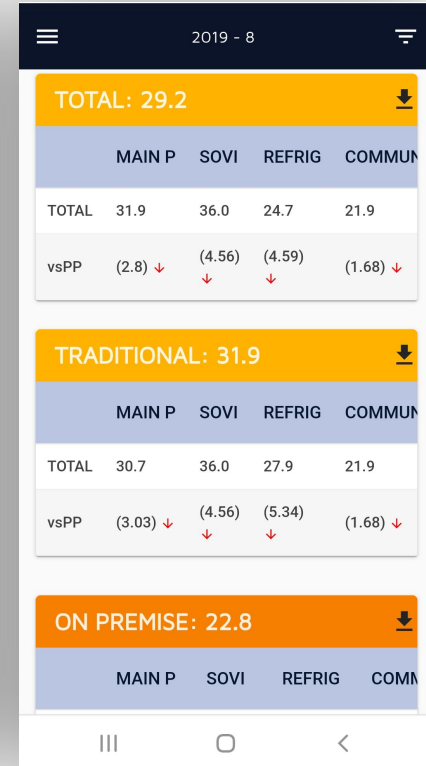
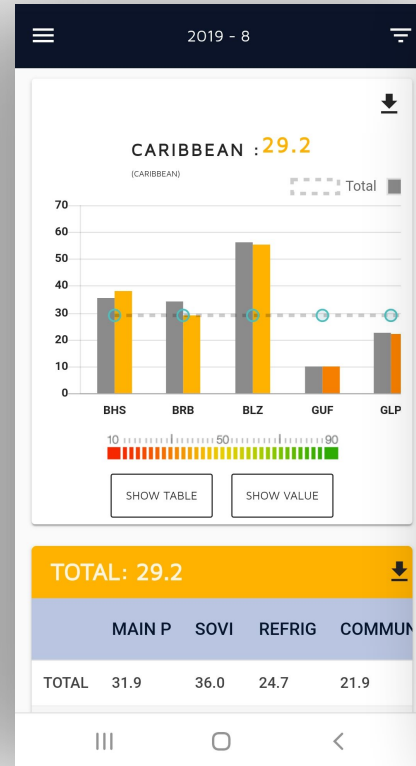
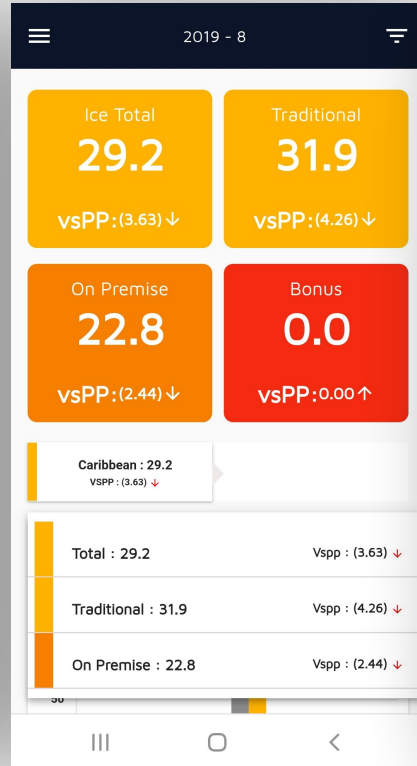
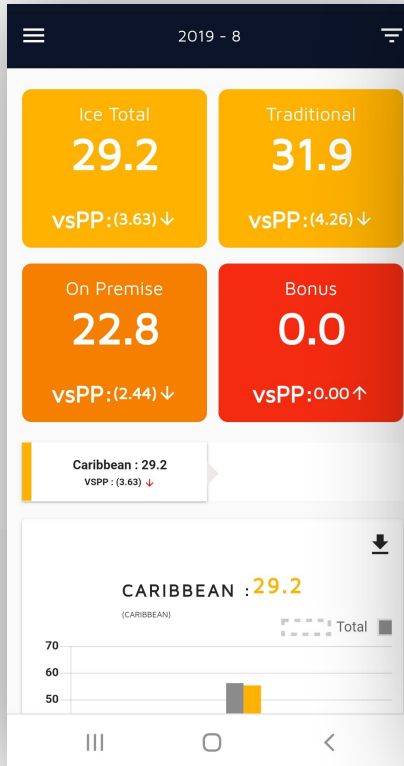
MODIFIED DATA FOR SECURITY PURPOSES.

**MOBILE APP REPRESENTATION SLIDE OF  
OUR CLIENTS. THE SAME IS CUSTOMISABLE.**

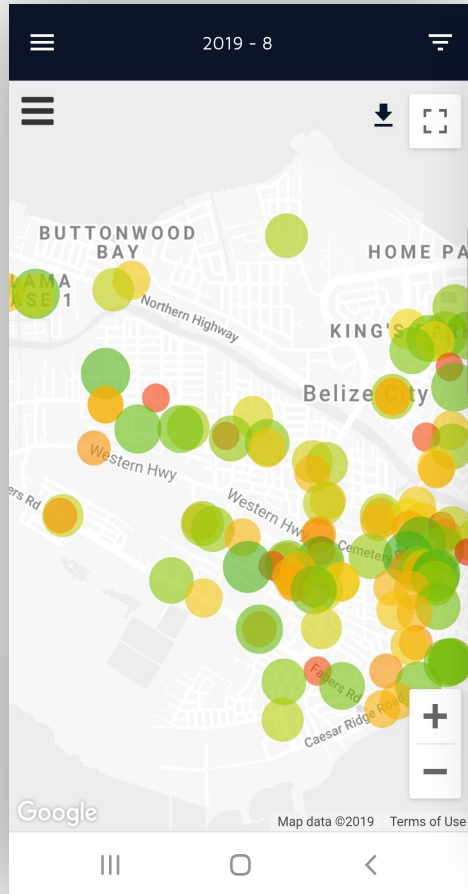


# Mobile App built for the Fortune 500 Client

- The below screenshots represent the master dashboard and stats related to an entire country's performance. The dashboard can fetch data based on country, city, distributor, and year/month selection.



# Geospatial Analysis



Stores	Total	Vspp
CHENS SHOP	95.15	0.00
BRADS GROCERY	92.64	+2.20
S & R GROCERY	92.23	+7.28
DAVID SUPER STORE	90.29	0.00
HENG LOON GROCERY	86.30	(1.48)

- These screenshots represent the geospatial analysis, which facilitates effortless analyzing of stores' performance from country to area level.






# Store Analysis

- Store-level analysis of KPIs and brand performance.

CHENS SHOP Total : 95.15 Vspp : 0.00

Name	Total	Vspp
Home Market Traditional	95.15	0.00 ↑
Main Portfolio Availability	100.0	0.00 ↑
Communication Exhibition	50.00	0.00 ↑
Price Compliance	0.00	0.00 ↑
Product Freshness	0.00	0.00 ↓
Sovi	100.0	0.00 ↑
Refrigeration	0.00	0.00 ↑
Share Of Doors	100.0	0.00 ↑
Service Level	75.00	0.00 ↑



2019 - 8

123 FAST FOOD Cooler No Railing Invisible

**TOTAL** 39.00 ↑

MPA	SOVI	REF
0.00 ↑	NA	NA
COMM	PRICE	FRESH
30.00 ↑	100.0 ↑	0.00 ↓

VIEW STORE

139 SHOP Cooler Yes Railing Visible

**TOTAL** 82.52 ↓

MPA	SOVI	REF
66.67 ↓	100.0 ↑	100.0 ↑
COMM	PRICE	FRESH
20.00 ↑	100.0 ↑	0.00 ↓

VIEW STORE

2019 - 8

VIEW TYPE



### PepsiCo

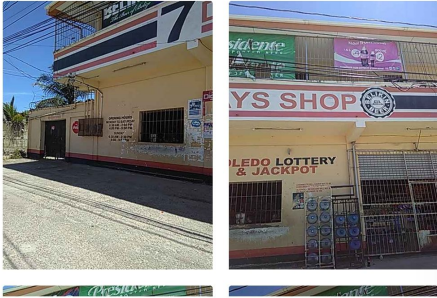
Aug-18	Sep-18	Oct-18	Nov-18
4.7	6.5	10.8	86.5
Dec-18	Jan-19	Feb-19	Mar-19
17.9	15.2	17.4	14.3
Apr-19	May-19	Jun-19	Jul-19
19.7	17.8	14.7	19.7
Aug-19	vsPP	YTD	
20.6	0.9	17.5	




# Photo Capture & KPI Analysis

- Photo capture ability of the app helps in validation of KPI scoring.



7 DAYS SHOP 201...  

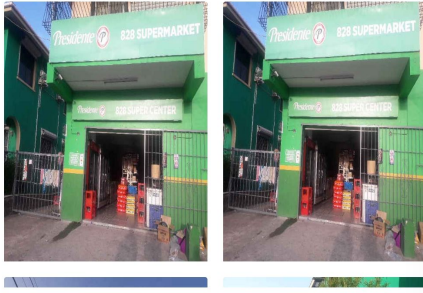


Score:82.06  
vsPP:(4.14)




III ○ <

828 SUPER C... 201...  





Score:62.22  
vsPP:2.70





COOLER Yes      RAILING No

III ○ <

828 SUPER C... 201...  

### KPI SCORES

 Main Portfolio Availability	100.0
Main Portfolio Availability	100.0
Portfolio Coexistence	100.0
 Sovi	56.35
SOVI Colas and Flavours	78.38
SOVI NOT Colas and Flavours	55.56
Sovi Cold	73.91
Additional Exhibition	0.00



# POP PROBE TEAM - THE TEAM BEHIND THE EXECUTION



# OUR CONTACT DETAILS



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**Thank you for your  
attention!**

**We are looking  
forward to a great  
partnership!**

