

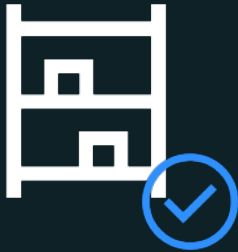


Captana
Computer Vision / AI

Accelerated restocking through blink light-guided picking (Put-to-Light)

It has never been easier and faster
to restock a product.

In today's dynamic world of retail, efficiency is the key to success.



The retail industry continually faces the challenge of effectively restocking products to meet customer demands while keeping operating costs low.

In this context, an innovative approach has emerged: accelerated restocking using blink lights on shelves. This technology not only promises to speed up the restocking process but also to increase precision and accuracy.

In this use case, we will shed light on the significance of this concept for the retail industry and explore why it represents a promising solution for today's retail challenges.



The Problem

Rapidly restocking shelves in the retail industry poses a significant problem for several reasons:

✓ Customer needs and expectations

In an era where customers have increasingly elevated expectations for their shopping experiences, product availability is crucial. Empty or incomplete shelves can lead to customer frustration, prompting them to leave the store and shop elsewhere.

✓ Revenue loss

Empty shelves not only result in disgruntled customers but also lead to revenue losses for the company. Products that are unavailable cannot be sold, directly impacting revenue.

✓ Image and brand perception

Consistently disorganized or poorly stocked retail spaces can negatively influence a business's image and perception. Customers might perceive the store as poorly managed or incapable of fulfilling their needs.

✓ Efficiency and operating costs

Lack of efficient restocking processes can lead to inefficient workflows. Employees spend more time restocking shelves instead of focusing on essential tasks like customer service, increasing operating costs and resource allocation.

(Untrained staff)



Competitive pressure

In an industry characterized by competition, delayed or inefficient shelf restocking can put a company at a competitive disadvantage. If competitors can restock their shelves faster and more effectively, they might attract customers and gain market share.

Given these challenges, it becomes clear how important it is for the retail industry to utilize innovative approaches like accelerated restocking with blink lights on shelves to enhance efficiency, increase customer satisfaction, and remain competitive.

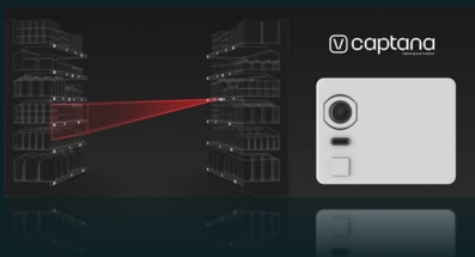


The Solution



Equip the Captana ShelfEye cameras on the shelf

The foundation of this solution is integrating the Shelf Labels equipped with sensors and LED lights with Captana Cameras. These continuously monitor product stocks in real-time.



Transfer data to Captana.io Cloud Platform

The collected data is transmitted to the Captana.io Cloud Platform, where it is analyzed to identify trends, patterns, and inventory changes.



Solution

Triggering the Replenishment Task



Once a product's shelf stock falls below the predefined threshold, the Captana system activates the automatic replenishment task. This task signals the need for restocking to maintain product availability.

Blink light notifications on shelves



Ultra-Low Power Shelf Labels are equipped with LED lights that flash when a replenishment alarm is triggered. This alerts store employees to the specific shelf requiring attention.

Quick task confirmation and restocking



When an employee notices the flashing light, they immediately confirm the alarm and inspect the affected display. Subsequently, the restocking process commences to make the product available again.

Efficient inventory management



This approach enables proactive inventory management. By alerting low stocks in time, shortages can be avoided, ensuring continuous product availability.

Improved customer retention



Continuous product availability leads to higher customer satisfaction and a greater likelihood of customers choosing to shop at your store.



Conclusion

Integrating blink lights as visual notifications on shelves offers an innovative approach to enhance efficiency and precision in retail shelf restocking. **This system prevents shortages, increases customer satisfaction, and ultimately boosts operational efficiency.**

Who is involved and How?

✓ **Store Managers**

Store managers are responsible for overall store operations, including monitoring inventory and planning restocking. They configure inventory thresholds to ensure shelves are consistently well-stocked, meeting customer needs.

✓ **Warehouse Managers**

Warehouse managers organize and manage inventory. They collaborate closely with store managers to ensure the right products are in sufficient quantities in stock to replenish shelves.

✓ **Sales Floor Staff**

These employees are directly involved in restocking. They respond to blink light notifications and conduct the actual restocking of products. They check inventory, ensure shelves look neat, and are the ones implementing the restocking process on-site.

✓ **IT and Technology Experts**

These professionals handle the installation, configuration, and maintenance of intelligent shelf systems and sensors. They ensure sensors function correctly and data is properly transmitted to the central inventory management system.

✓ **Customers**

Shelf Eye are indirectly involved as their needs and shopping habits influence inventory and restocking. An effective restocking process ensures customers consistently find desired products, leading to positive shopping experiences.

✓ **Management and Analysts**

This group is responsible for monitoring inventory data, analyzing sales trends, and adjusting inventory strategy. They use collected data for long-term planning, accounting for seasonal fluctuations and optimizing inventory management.



By collaborating, these different personas ensure an efficient restocking process,

guaranteeing continuous product availability, satisfying customers, and optimizing operational workflows.



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