



Q&A From the Webinar: How Nestlé Deployed AI Agents to Transform Retail Execution

1. Do you capture Client SKUs or can you measure category Shelf Share for producers?

Yes. Effie.ai's Image Recognition capabilities can identify products at SKU level and capture execution data such as availability, facings, placement, share of shelf, and compliance against defined standards. The solution can be configured based on business objectives from tracking specific client SKUs to measuring broader category shelf presence.

2. For companies who use a 3rd party broker for retail reps, how does this integrate with the broker's system?

Effie.ai can support different operating models, including organizations using third-party brokers. The platform can be integrated through APIs and data exchange mechanisms, allowing companies to maintain visibility and control while enabling brokers or external field teams to execute assigned tasks through the workflow.

3. Can we use AI if we have existing Image Recognition (IR) in place?

Yes. Effie.ai can complement existing IR solutions. Companies can leverage Effie.ai's AI Agents, workflows, task management, and closed-loop execution capabilities while continuing to use existing IR technology where appropriate. We can integrate with existing data sources or provide additional AI capabilities.

4. What is the image recognition accuracy? Who manages the images and updates to the images?

Accuracy SLA is 95%.

Typical recognition accuracy is 96-98% depending on deployment; contractual SLA terms are defined per agreement.

Image libraries, product catalogs, and model updates are managed through our platform and AI engineering processes, with collaboration from the client to ensure product data remains current.

5. Are APIs/webhooks available to integrate Effie.ai with other Trade Marketing applications?

Yes. Effie.ai supports integration through APIs and data exchange capabilities to connect with existing Trade Marketing, CRM, SFA, ERP, and other enterprise systems.



6. How are planograms managed?

Planograms can be uploaded, configured, and managed within the Effie.ai platform. The system compares actual shelf execution against expected layouts and identifies gaps, enabling field teams to take corrective actions.

7. Does the IR technology recognize products at UPC level?

Yes. The solution supports UPC/SKU-level recognition.

8. Does it identify new items added to the set, price changes, etc.?

Yes. Effie.ai can identify execution changes, including new items appearing on shelves, missing items, assortment changes, pricing observations, and other custom-defined compliance requirements. Recognition of newly launched items is subject to catalog updates: new SKUs are added to the product library and included in the recognition model as part of the standard update process.

9. Is the solution capable of custom tasks at store level that are not related only to planogram product placement?

Yes. Effie.ai is designed around flexible AI Agents that support a wide range of retail execution activities beyond planogram compliance including merchandising tasks, promotional execution, availability checks, competitor tracking, pricing checks, and custom client-specific workflows.

10. Can the tool provide users with guidance on how best to reset the planogram?

Yes. Effie.ai can guide field users through required actions, providing clear recommendations and task instructions to improve compliance and execution quality.

11. Can bulk products be recognized? Additional placements, standalone displays, and secondary locations?

Yes. The solution can support recognition of different merchandising scenarios, including secondary displays, standalone placements, promotional units, and bulk displays, depending on category requirements and training configuration.

12. Does the tool keep historical audits and provide insights on changes over time (e.g., facings gained/lost from previous visits)?

Yes. Effie.ai maintains historical execution data and enables trend analysis over time. Teams can compare current and previous visits to identify changes such as facings gained or lost, compliance improvements, recurring issues, and execution trends.