

Nestle Case Study: Scaling AI Agent in Retail Execution

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CMA | SIMA



Agenda

1. Tech Trends Review 10 min
2. Nestle Case Study 10 min
3. AI Merchandising Agent demo 5 min
4. Q&A and discussion 5 min

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Tech overperforms human

Select AI Index technical performance benchmarks vs. human performance

Source: AI Index, 2026 | Chart: 2026 AI Index report

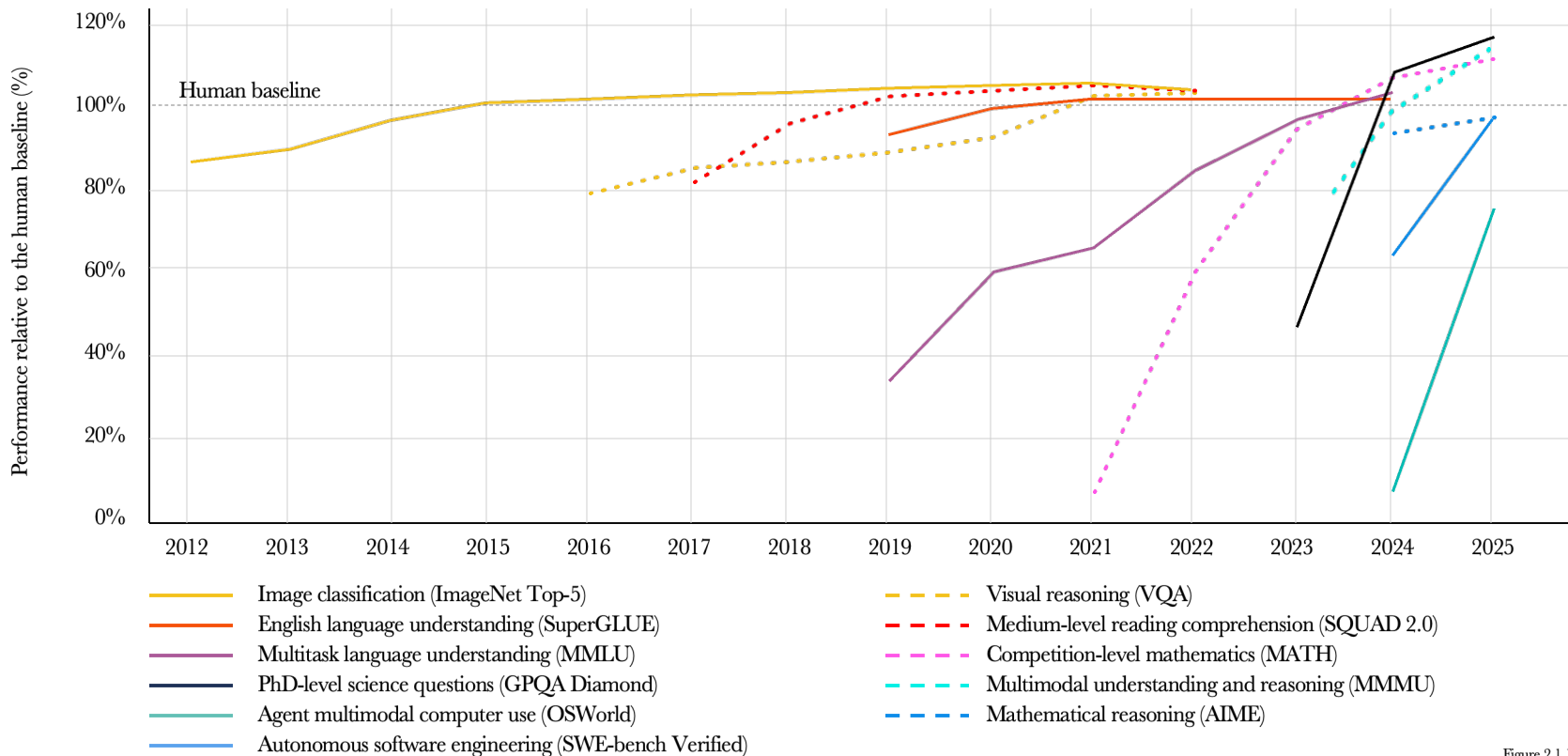


Figure 2.1.11

From "detector" to "operator"

AI as Detector

AI as Operator

1 Image → insight

Now reliably automated
through image + text
understanding

2 Image + text → actions

Multimodal systems
enable "instructions →
actions"

3 Workflow- ready speed

AI is now fast enough to
operate inside real
execution workflows
without delay

4 Agentic

Now reliably automates
actions and tasks
through image + text
understanding



78% of companies are dissatisfied with their ability to execute in stores*

30%

Gap between reality and data in the system

70%

Merchandisers leave before they master their skills

7 Days Lag in Closed Loop Execution

day 1

day 2

day 3

day 4

day 5

day 6

day 7

day 8

↑
Measure

↑
Report

↑
Analyse

↑
Fix
(more than 7 days later)

>e

What are the biggest
barriers to deploying
AI in Retail
Execution?



Nestlé



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About Nestle

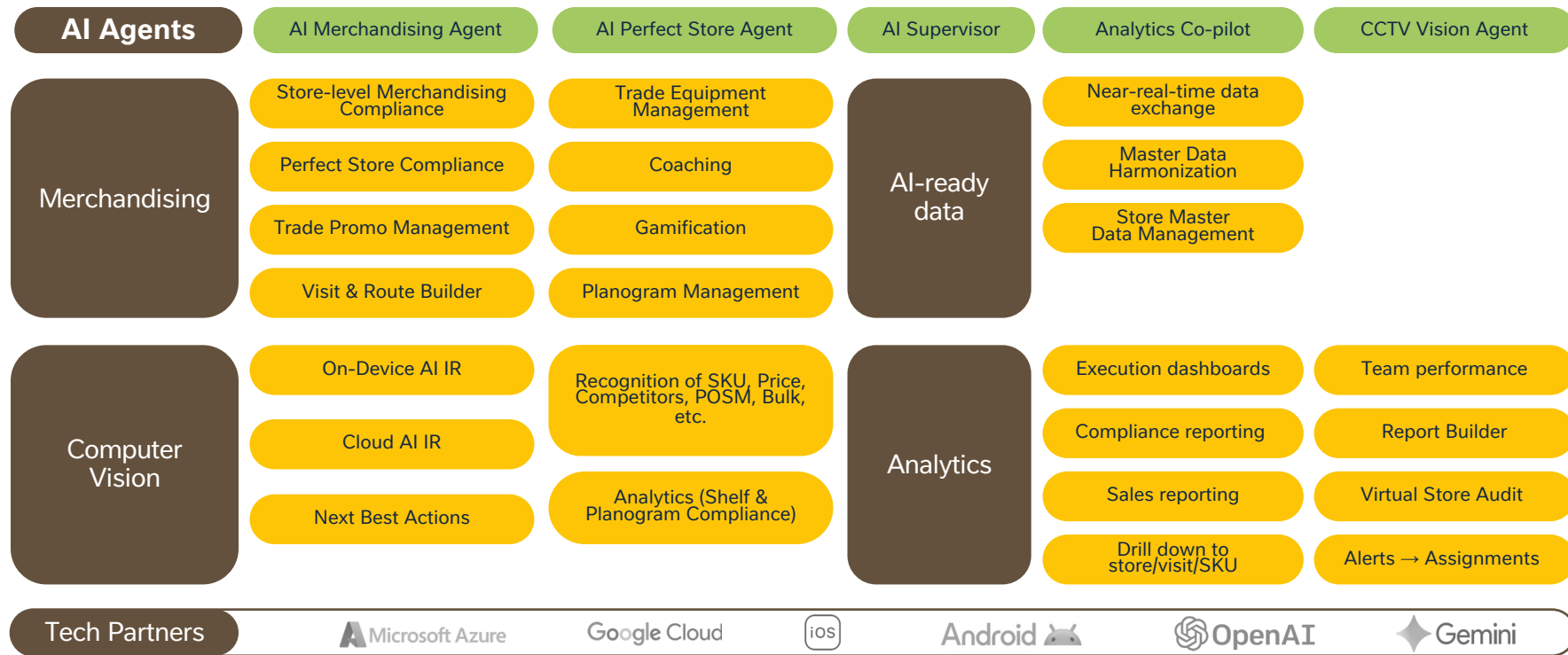
One of the largest CPG manufacturer

7 categories

1500 SKU



Agentic Platform Architecture



AI-ready infrastructure & data

Agentic Retail Execution Strategies

1

AI Ready
Data

2

Real-time
shelf analytics

3

Agentic
Automation

AI Ready data

1

Verified at
Source



2

Structured
for AI



3

Machine-
Readable



4

Real-
Time

Results

60% reduction in the time of shelf audit

97% data accuracy vs 75%

0 data inaccuracy

4% cost reduction

95% Promo Availability vs 84%

From AI IR to AI Agent

Capability	AI Agent	Image Recognition
Primary role	Executes store visit	Audits and reports shelf conditions
Business context used	Planograms Customer agreements Promotional calendars Perfect Store rules Product priorities Store-specific assignments Visit objectives Historical execution data Business rules Any other requirements	Planograms customer agreements - - - - - - -
Decision making	By Agent	By Merchandiser
Next Best Actions	Complete store-level action plan by AI	Limited by few actions
Launch of new market initiatives	1 day	7 days to 14 days
Need to train field force	no	yes

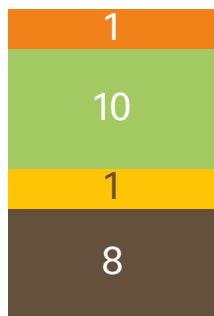
Merchandiser

Regular



45
minutes

With AI Agent

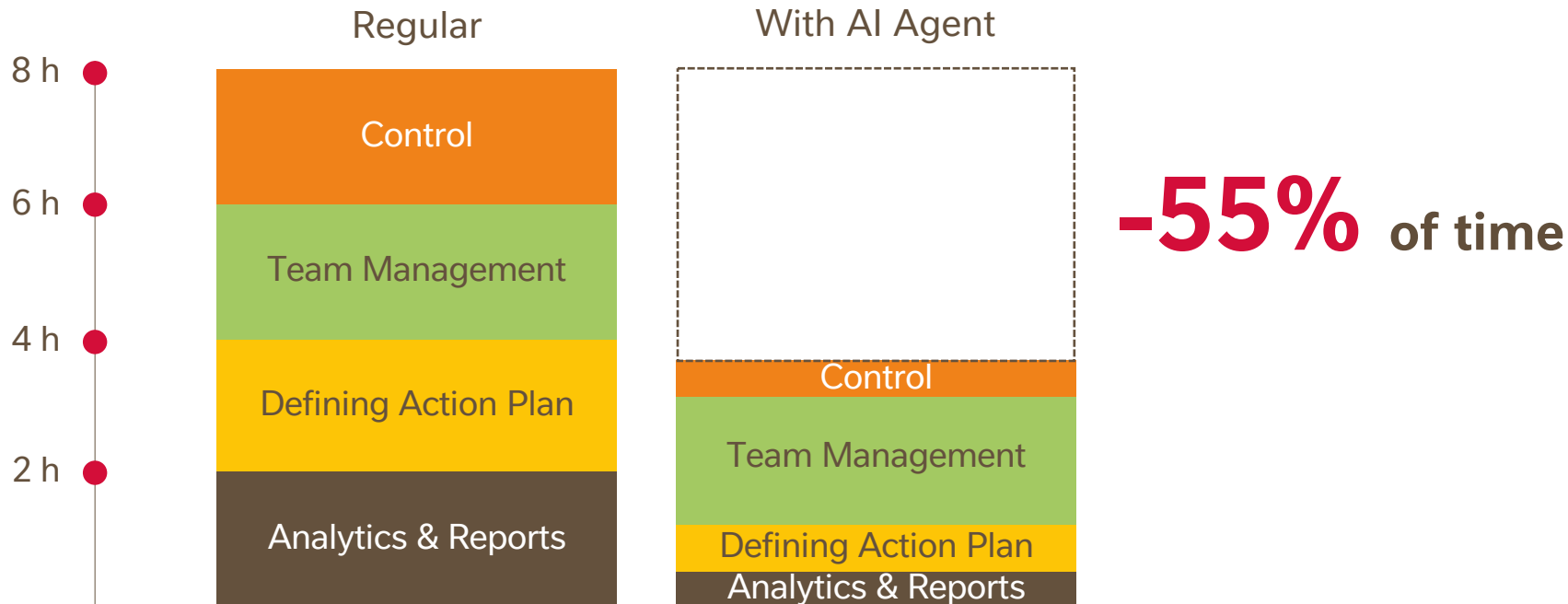


20
minutes

-56% of time

-  Taking picture and collecting data
-  Checking requirements and developing Action List
-  Physical Merchandising
-  Completing report

Supervisor



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☐ Hide completed steps



GPS



2

Culinary



3

Confectionery



4

Coffee & Beverages



5

Breakfast Cereals



6

Dairy & Ice Cream



7

Infant Nutrition



8

Order



9

Finish visit





- 1 Every employee performs like your best one without onboarding
- 2 Radical improvement of Retail Execution
- 3 Instant launch of new market initiatives
- 4 Visit time is reduced by up to 2x
- 5 Instant Closed Loop

5 transformative changes with Agents

Proven Scale Across the Global Market



About effie.ai:

- ◇ Retail Sales, Merchandising, Van Sales, DSD, DMS, Computer Vision and AI Agents Vendor
- ◇ 65+ clients
- ◇ 27 000+ users
- ◇ Microsoft Solution Partner, ISO 27001, ISO 27701

Scale Indicators per month:

- ◇ 299K unique SKUs monitored
- ◇ 3M stores coverage
- ◇ 10M photos processed
- ◇ 24M sales document rows analyzed
- ◇ 52 neural networks deployed



Q&A



Let's Continue the Conversation
Agentic Retail Execution starts here.

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