Clobotics

RETAIL EXECUTION | FULL CASE STUDY

From Invisible to Accountable: Scaling Store Execution Across 485,000 Outlets

Leading Global Beverage Brand | Southeast Asia | Beverage / Traditional Trade

+150%
OUTLET COVERAGE
Indirect stores managed

-94%
COST PER VISIT
Coverage scaled 6x

+10%
REVENUE GROWTH
Final year of program



CASE STUDY SCOPE

Market: Southeast Asia

Industry: Beverage CPG

Channel: Traditional Trade

Scale: 485,000 outlets

EXECUTIVE SUMMARY

From invisible outlets to accountable retail execution.

A leading global beverage brand in Southeast Asia used Clobotics to bring indirect stores into a structured retail execution program, verify field activity with AI, and turn store images into daily operating signals for sales and field teams.

The shift

The company moved from manual, delayed, self-reported store activity to GPS-verified visits, AI-guided image capture, automated quality control, and outlet-specific actions delivered before each field visit.

The outcome

Coverage expanded across 485,000 outlets, cost per store visit fell 94% while coverage scaled 6x, and revenue growth rose to 10% after five consecutive years of flat performance.

CASE STUDY SCOPE

MARKET	INDUSTRY	CHANNEL	SCALE
Southeast Asia	Beverage CPG	Traditional Trade	485,000 outlets

THE TRANSFORMATION IN ONE SENTENCE

The business moved from operating on delayed assumptions to acting on verified outlet-level evidence - every day, at market scale.

THE BUSINESS PROBLEM

Why did a leading beverage brand in Southeast Asia stop growing despite strong distribution?

The company had spent decades building one of the most efficient distribution networks in the region. Yet despite that infrastructure strength, growth had quietly reached a ceiling because a significant part of the market had become structurally invisible.

THREE PROBLEMS CAUSING THE GROWTH CEILING

01 **A large share of outlets had no data.**

Independent shops and local retailers sourcing through wholesalers were commercially important, yet remained outside the formal execution program. The organization could move product through the channel without seeing what happened to stock, placement, availability, or performance at the final outlet.

02 **Field reporting did not fully reflect reality.**

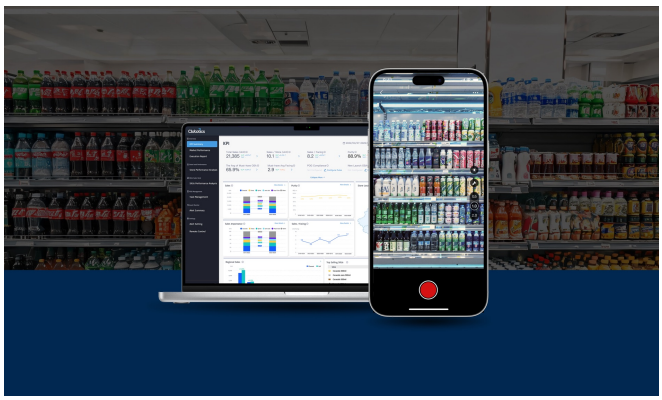
Store compliance depended heavily on self-assessment. Without independent evidence checks, healthy-looking scores could coexist with missing products, weak displays, inaccurate pricing, or visits that had not been completed as reported.

03 **Long feedback loops delayed action.**

Even trustworthy information often reached managers days or weeks after the visit. At the scale of hundreds of thousands of outlets, that delay allowed small execution gaps to multiply before the field team could respond.



Field team capturing store images in a retail aisle.



AI recognition converts store images into structured outlet-level evidence for management action.

THE SOLUTION

Validated visits. Cleaner data. Better decisions.

The company partnered with Clobotics to deploy an AI-powered store execution platform across all channels.

Making The Invisible Visible

The first step was expanding visibility into stores that had never been formally mapped or managed. Field teams used mobile tools to locate, categorize, and register outlets that had previously existed mainly as informal buyers within the distribution chain. Through the broader transformation, the company expanded managed visibility to more than 237,000 indirect outlets, turning a long-standing blind spot into a measurable retail execution opportunity.

Strengthening Trust Through Verification

For stores already being visited, the company needed more than self-reported forms. Clobotics introduced guided image and video capture so field teams could record store conditions in a structured way, including shelves, coolers, displays, and other execution areas. AI then analyzed the evidence to assess whether execution standards were being met.

Integrity Brain

Integrity Brain added a critical layer of validation. GPS confirmed whether the representative was at the correct location, timestamps helped prevent old evidence from being reused, and AI checks flagged duplicate images, incomplete submissions, low-quality recordings, or evidence that did not match expected store conditions. This made visit data more reliable and significantly reduced the risk of false or duplicated reporting.

Turning Trusted Data Into Smarter Action

With cleaner store-level data flowing in, the company could identify which outlets needed attention and why: the wrong product mix, a cooler issue, missing shelf presence, or a display that had slipped below standard. Instead of relying only on delayed manual follow-up, Clobotics helped turn verified store evidence into outlet-level priorities for the frontline.

Before each visit, representatives could see a focused list of actions: what to fix, what to push, and where the biggest opportunity was. Managers gained a more dependable foundation for coaching, incentives, and business analysis.

FIELD WORKFLOW

From image capture to outlet-level action.

A structured four-step workflow converts store visits into verified evidence and focused next actions.

01 | CAPTURE



AI-Guided Image Capture

Mobile workflows capture shelves, coolers, racks and displays with GPS and time-stamp verification per visit.

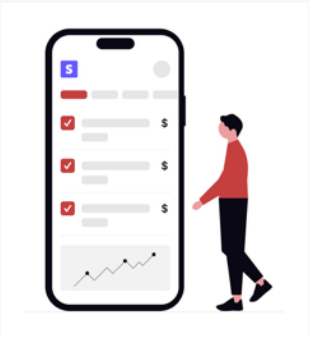
02 | DETECT



Computer Vision Recognition

AI detects SKU stock, shelf facings, price tags, asset placement and promotional compliance at outlet level.

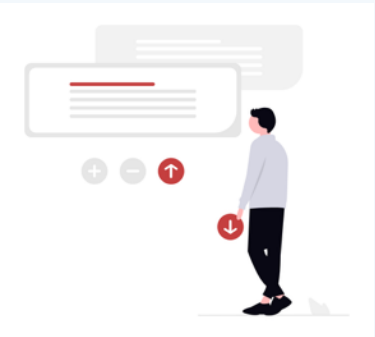
03 | VERIFY



AI Integrity Brain

Duplicate images, GPS mismatches, time anomalies and low-quality evidence are flagged before reporting.

04 | ACT



Store-Level Action Items

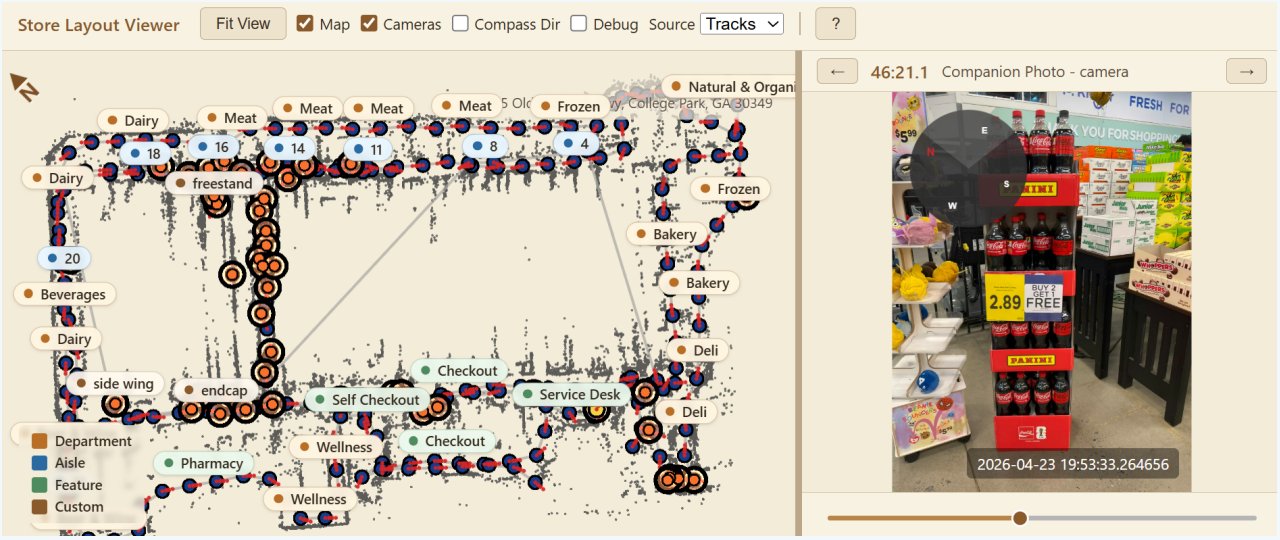
Outlet-specific priorities turn routine visits into targeted interventions that field teams can act on immediately.

OUTLET-LEVEL EXECUTION CONTEXT

Visibility that stays connected to the outlet.

Clobotics builds an intelligent outlet heat map by combining AI-verified field data with geolocation and external market datasets, giving brands a continuously updated view of outlet coverage, whitespace opportunities, and underserved territories.

STORE LAYOUT VIEWER



Store paths, department tags, and companion photos remain connected to the same outlet-level execution context.

STORE PATHS

See the route and sequence of field evidence inside each outlet.

DEPARTMENT TAGS

Organize observations by the retail zones that teams manage.

COMPANION PHOTOS

Keep every image tied to its mapped location and visit record.

Clobotics

AI INTEGRITY BRAIN

From suspicious submissions to verified field evidence.

The full transformation required more than collecting additional store images. Clobotics introduced a layered validation workflow that checked where, when, and how each visit was completed before its evidence entered management reporting.

01 Validate whether the visit was operationally plausible

Visit duration was compared with the expected activity for each outlet, surfacing submissions completed too quickly - or left open unusually long - to represent a credible store visit.

02 Confirm that evidence came from the assigned outlet

Geolocation checks connected every submission to its planned store and flagged visits recorded outside the expected area before they could affect execution scores.

03 Detect reused evidence across different stores

Visual matching identified repeated product arrangements, shelf views, and store layouts submitted against multiple locations, protecting the dataset from duplicate evidence.

04 Separate original capture from retake behavior

Screen flashes, recaptured displays, and other retake patterns were surfaced for review so only original, field-captured evidence contributed to the trusted record.

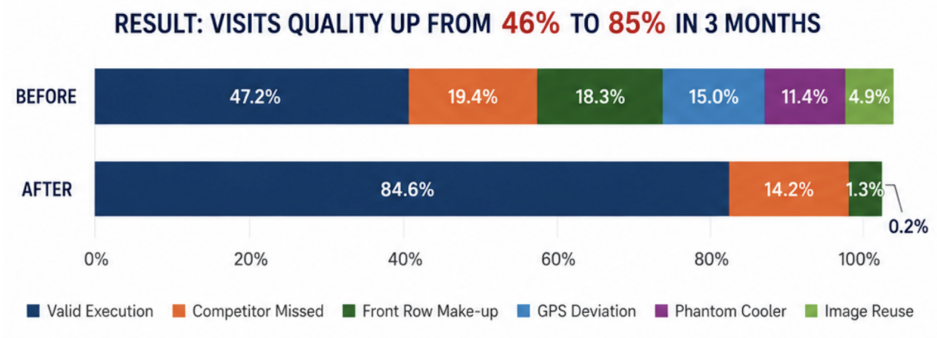
05 Monitor performance trends for portfolio-level anomalies

Sudden or unrealistic changes in reported execution were compared across outlets and time periods, helping managers distinguish genuine improvement from data irregularities.

RESULT AFTER 3 MONTHS

Visit quality nearly doubled.

Visit-quality controls surfaced fraudulent behaviors, improved field data integrity, and raised verified execution quality.



Verified visit quality rose from approximately 46% to 85% within three months.

KEY OUTCOMES

- High data integrity
- Prevent payout leakage
- Better decisions
- Stronger field productivity
- Build trust

BUSINESS IMPACT

What results did Clobotics deliver for retail execution in Southeast Asia?

+150%
OUTLET COVERAGE GROWTH

Indirect stores brought into structured execution

-94%
COST PER STORE VISIT

While scaling total coverage 6x

+10%
REVENUE GROWTH

Final year - after 5 years flat

With reliable store-level data flowing in daily, the company could do something it had never been able to do before: identify exactly which stores needed attention and why - and act on it before the opportunity passed.

The deeper shift was operational. Manual rounds, paper-based reporting, and intuition-driven decisions were replaced by structured workflows, AI-verified evidence, and outlet-specific guidance for the field. Audits became real-time signals, execution gaps surfaced automatically, and incentives could be tied to measurable in-store outcomes such as availability, pricing accuracy, planogram compliance, and promotional execution.

The numbers reflect that shift: after five years of flat performance, the company returned to consistent growth - reaching 10% revenue growth in the final year of the program. More telling than any single metric is what it represents: a business that moved from operating on assumptions to operating on evidence, at scale, across every store in its network.

"We are competing fiercely at the point of sale, and branded coolers are one of our best assets. With Clobotics vision-based smart IoT devices, we are finally able to gain streamed, detailed insights on each cooler. That enables us to improve execution, build significant competitive knowledge in the market, and achieve payback on the device in less than a year."

Coca-Cola

CHIEF OPERATING OFFICER

WHY CLOBOTICS

Purpose-built for physical-world execution intelligence.

Clobotics has spent more than eight years working inside CPG and retail operations across more than 15 countries, not as a generic software vendor, but as an execution partner for teams managing physical-world operations at scale.

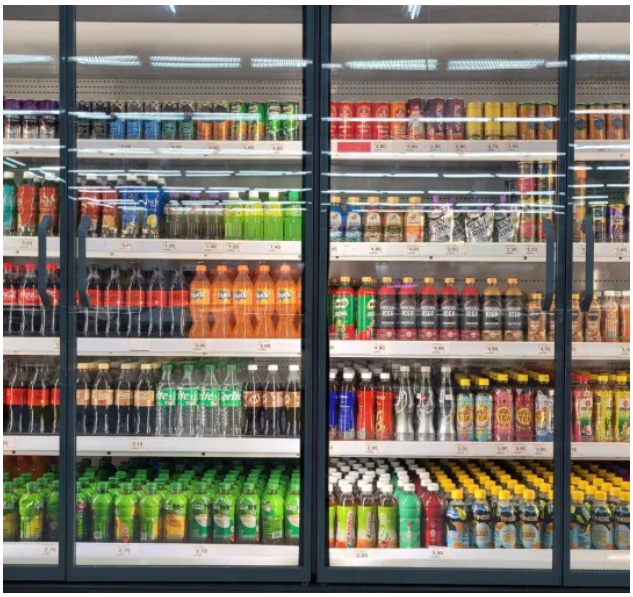
With over one billion store images processed, the platform has been trained on the variety that real-world multi-market deployment produces: different store formats, lighting conditions, shelf structures, product categories, languages, and field behaviors.

8+
years embedded in retail and CPG operations

15+
countries with real-world deployment experience

1B+
store images processed by the platform

5
global offices supporting local execution



FROM ASSUMPTION TO EVIDENCE

For companies ready to move from assumption to evidence, Clobotics provides the execution intelligence layer that makes verified outlet-level decision making possible.