

# Optimize your store operations



**frogmi**

powered by



**Microsoft Azure**

The most powerful and easy-to-use Retail  
Task Management solution on the market

# About us

Frogmi is a full mobile cloud solution that help retailers improve their in-store execution

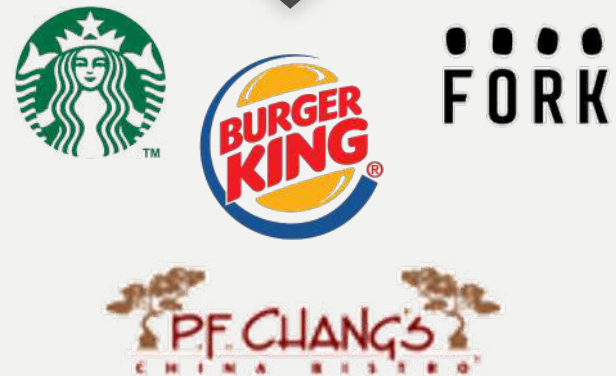
- Storechecks
- In-store incident tasking
- Campaign implementation
- In-store daily routines execution
- And more..

# We are the leaders in Latam within the in-store execution solutions



# Important Retailers trust in our services

Foodservice



Starbucks, BURGER KING, FORK, P.F. CHANG'S CHINA BISTRO

Specialty Stores



Hush Puppies walk happy, COPEC, Mobil, preunic, MOBO, KIA, GrandVision

Service Retail



Bci Seguros, Seguros Falabella, chilexpress

Department Stores



laPolar, CONSTRUMART

Supermercado y Mayoristas



JUMBO cencosud, UNIMARC, Supermercados Peruanos SA, Neto, TOTTUS, Dia

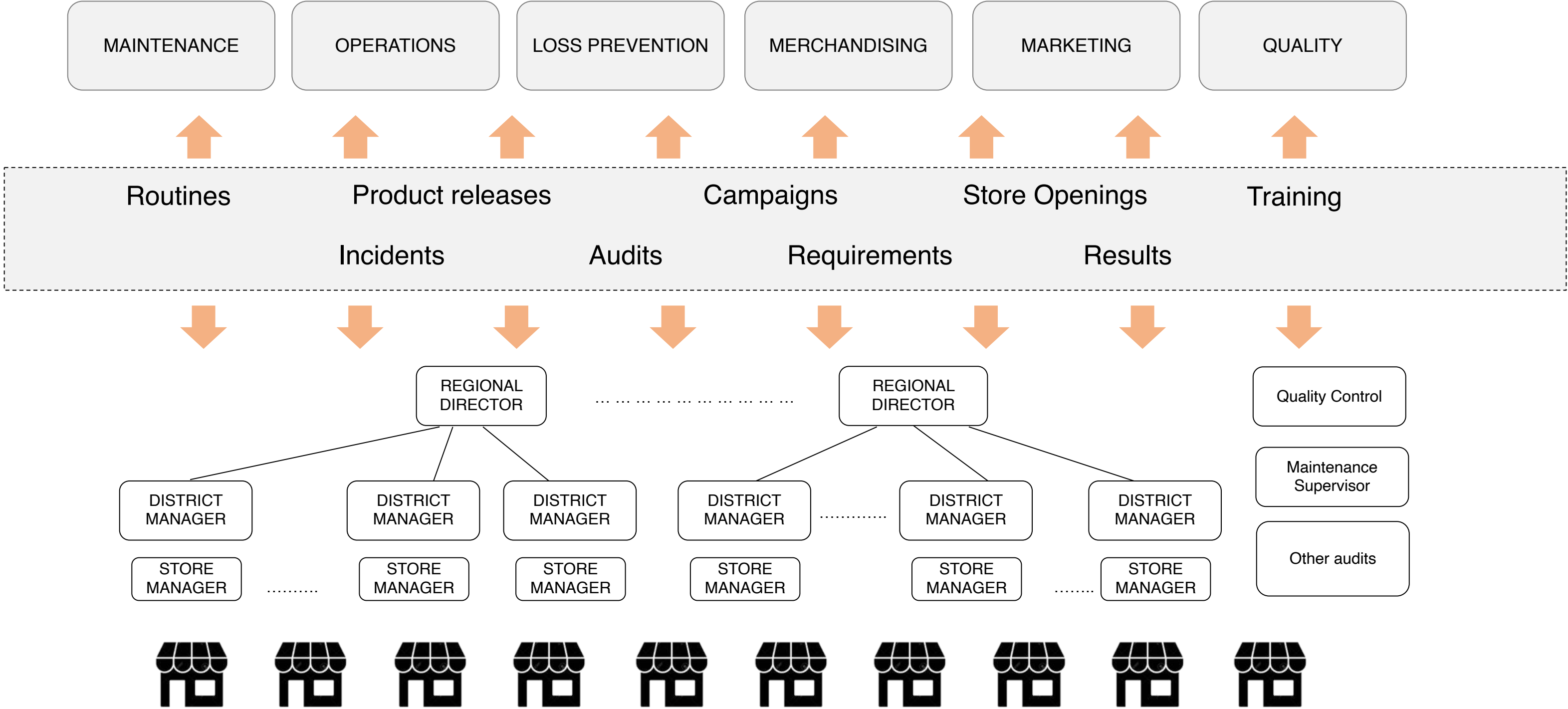
Drugstore, C-Store and Fuel Stations



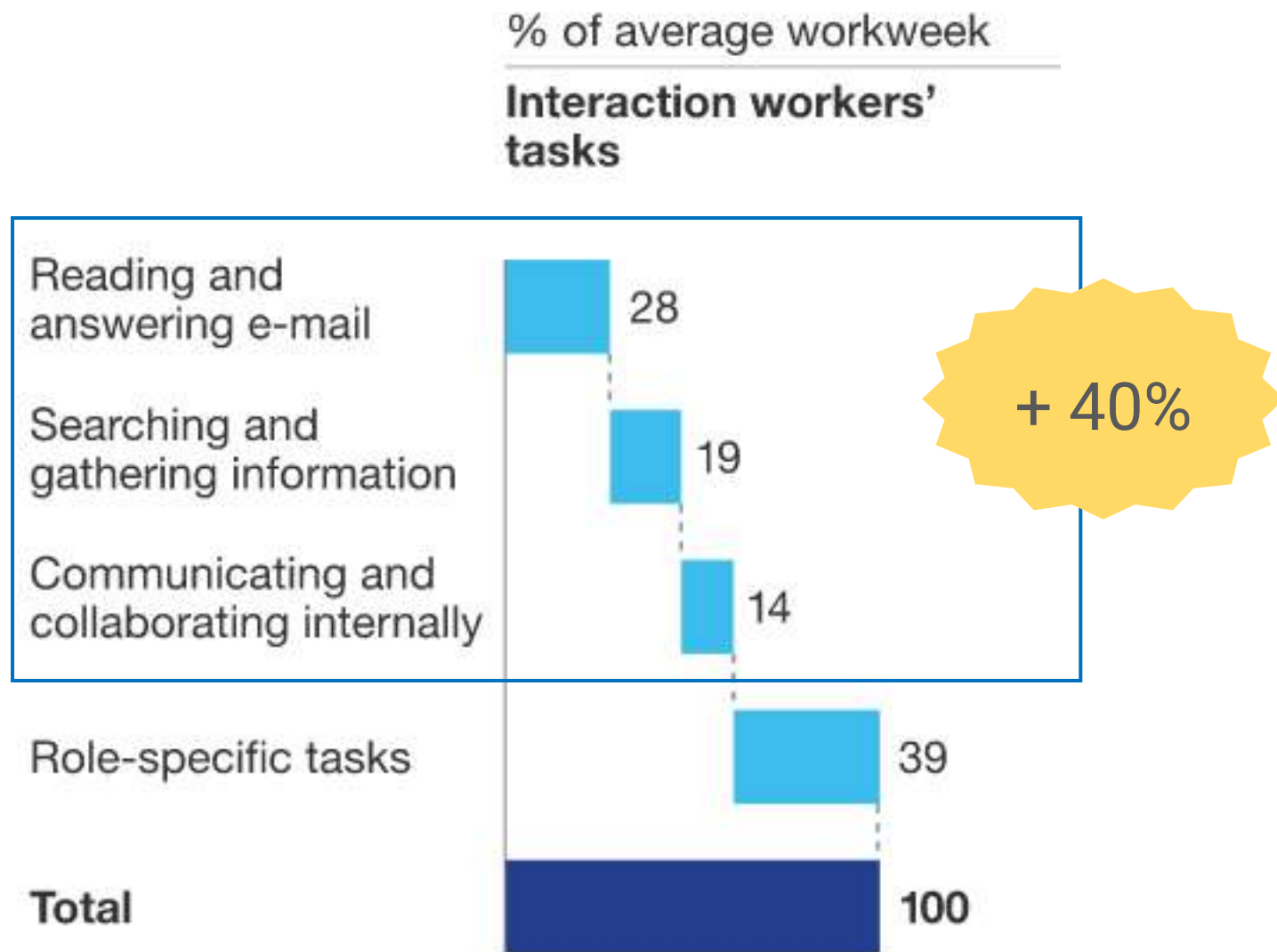
PRIMAX, sb, ahumada, esmax, OPEN 25 HS! DRUGSTORES, OK MARKET

# The market pain

# Retail operational complexity is the biggest challenge for a perfect in-store execution



# Due to operational complexity, staff spends lots of time in non role-specific tasks



In most of the cases the result is missed revenue, bad or inconsistent customer service and inefficient use of internal human resources

Source: IDC, Mckinsey



# A bad in-store execution can generate important losses for retailers

## A perfect in-store execution means

- ✓ High operational standards compliance
- ✓ Trained employee
- ✓ Correct campaign and promotion implementation
- ✓ Products available in the store
- ✓ Quick resolution of incidents
- ✓ And many others...

## The market reality



Source: RIS News Custom Research

How does Frogmi helps?

# With Frogmi you can centralize tasks and increase visibility



Frogmi centralizes communications and tasks in one solution, where you can create tasks, assign them, execute them, follow-up their progress, execute storechecks and more

# Take back retail staff from the back room to the sales floor

Our whole solution can be used both web and mobile allowing your staff to stay in the sales floor and increase their productivity

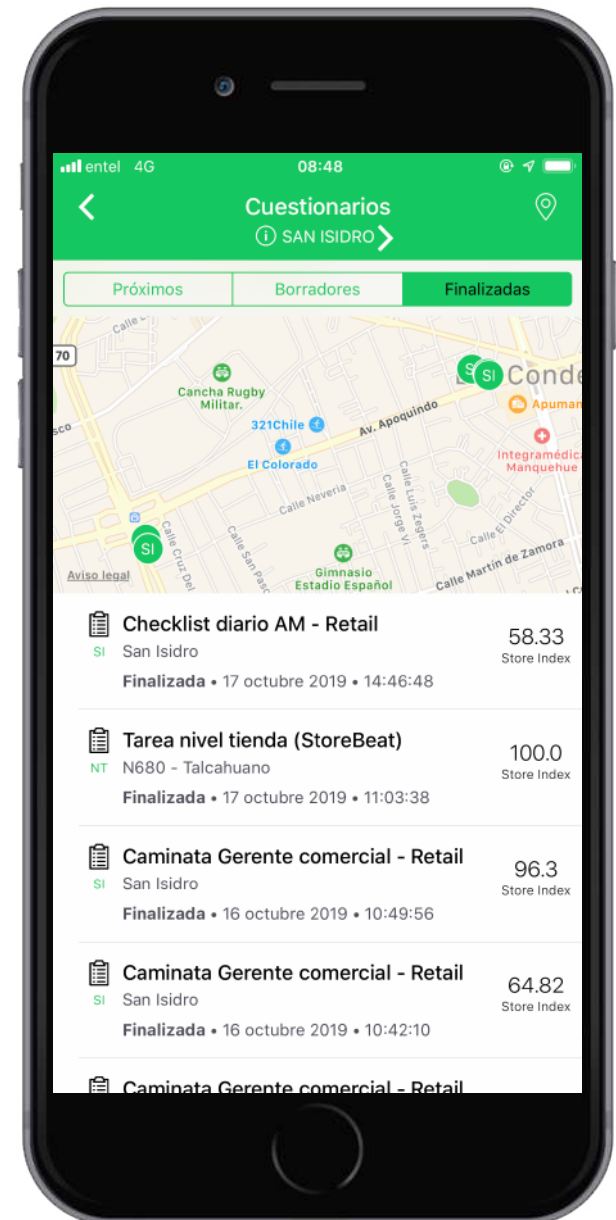
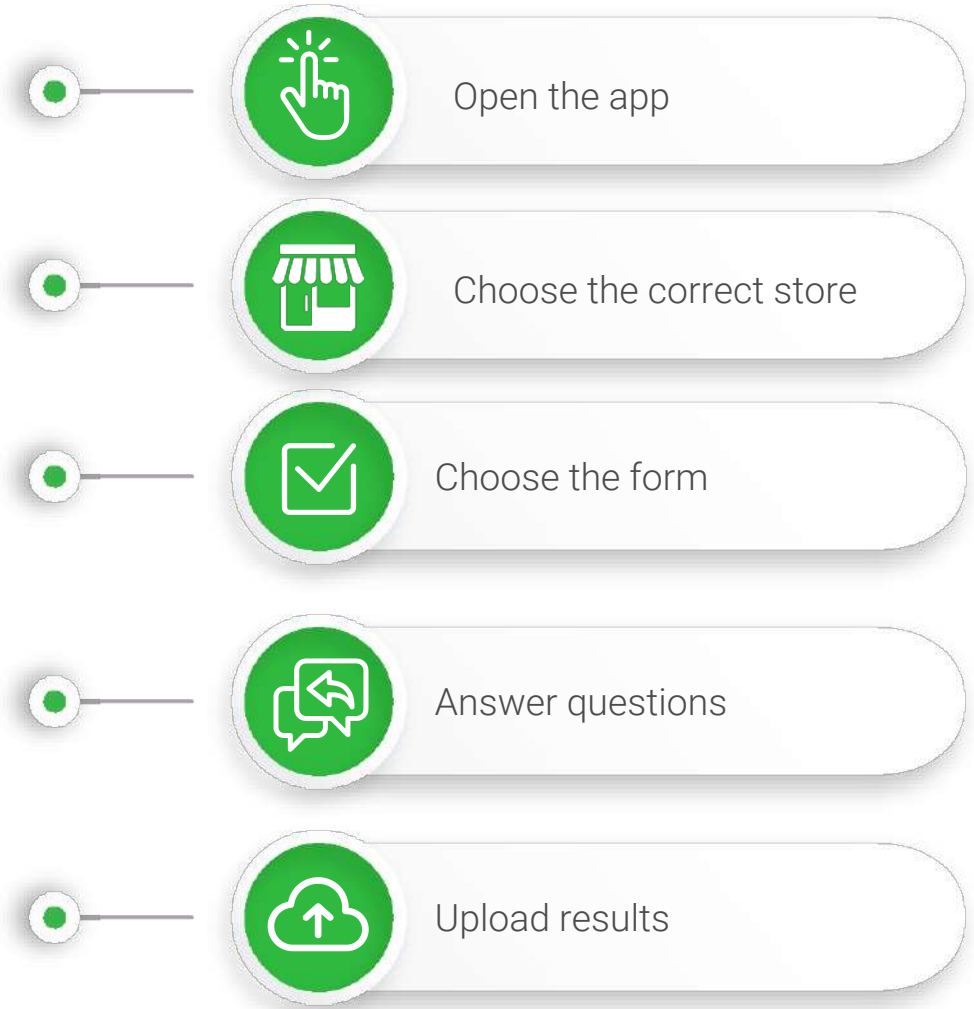
- ✓ Fast and efficient task resolution
- ✓ Better in-store execution
- ✓ More productive workforce



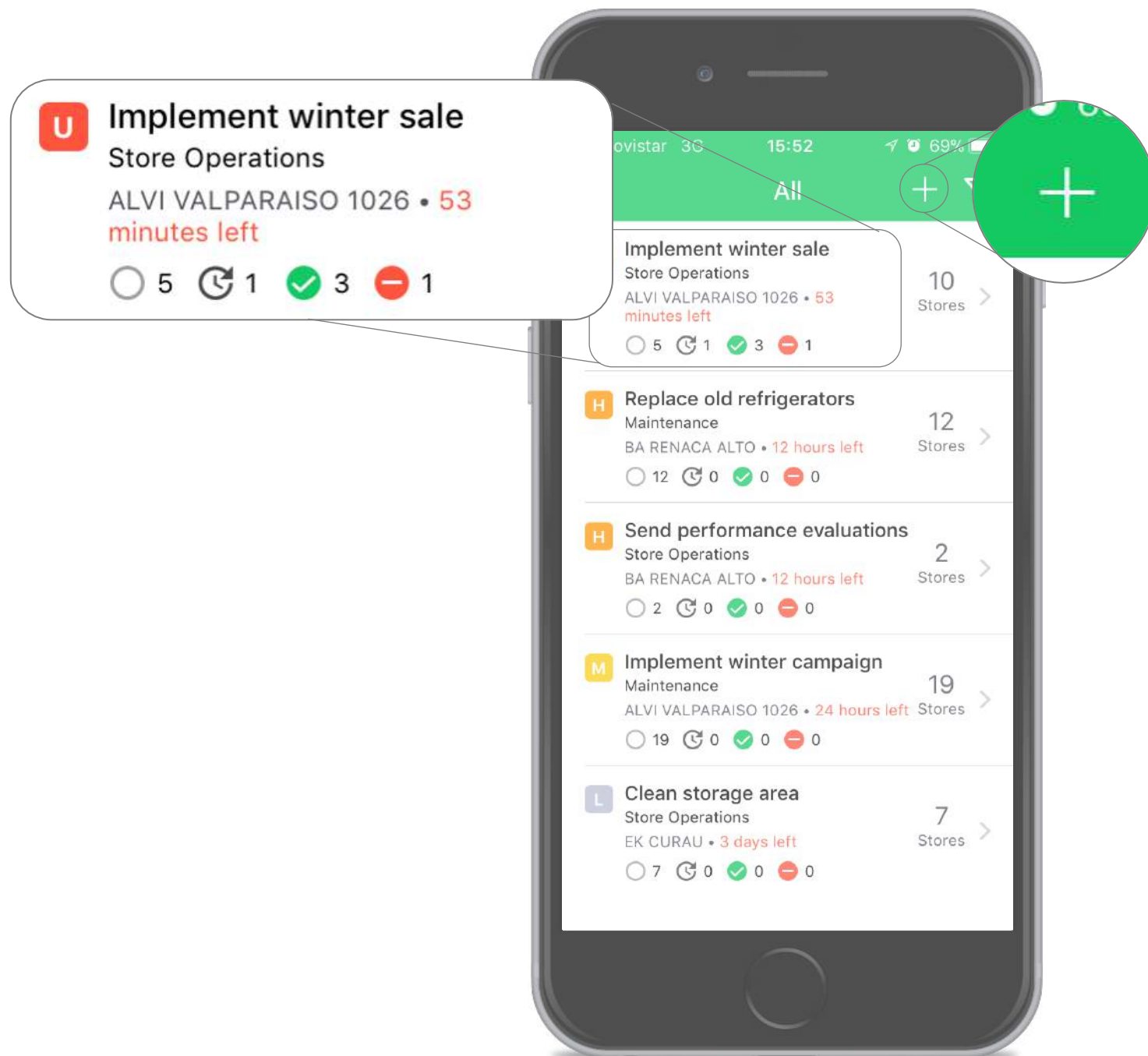
+ Sales ↑ - Costs ↓

# Real-time visibility of your in-store execution with a powerful and simple to use storecheck feature

- ✔ Quickly perform different storechecks (audits), with multiple types of questions and evidence (photos)
- ✔ Easy to use from web or mobile
- ✔ Use Off-Line with automatic synchronization when connection is available



# Powerful and easy to use task manager feature



## 1. Create tasks in seconds

- Choose the responsible business area
- Select one or more stores
- Set a deadline
- Add instructions and reference images

## 2. Execute tasks in the App

- Finding your tasks and executing them from the App is very simple.
- You can take pictures, enter comments or explain rejection reasons easily

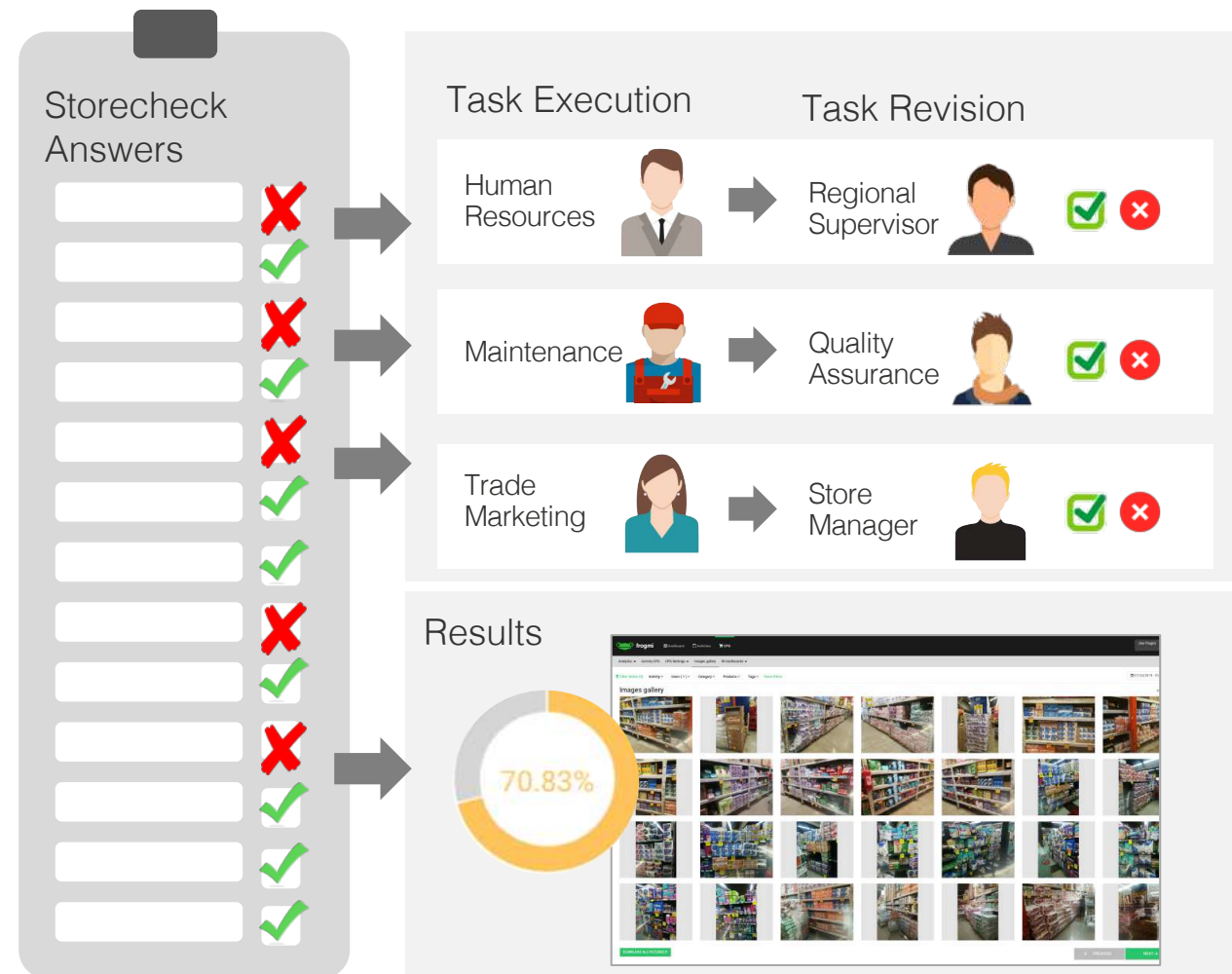
## 3. Check results

- Monitor your store's progress in real time
- Review execution evidence
- Reject dissatisfying work to re-open the task



# Connect visibility with actionability

With Frogmi, store managers, supervisors, quality control personnel, and more can perform store-audits which are configured so that, according to certain non-compliances, they automatically trigger tasks to support areas and track the resolution of those tasks



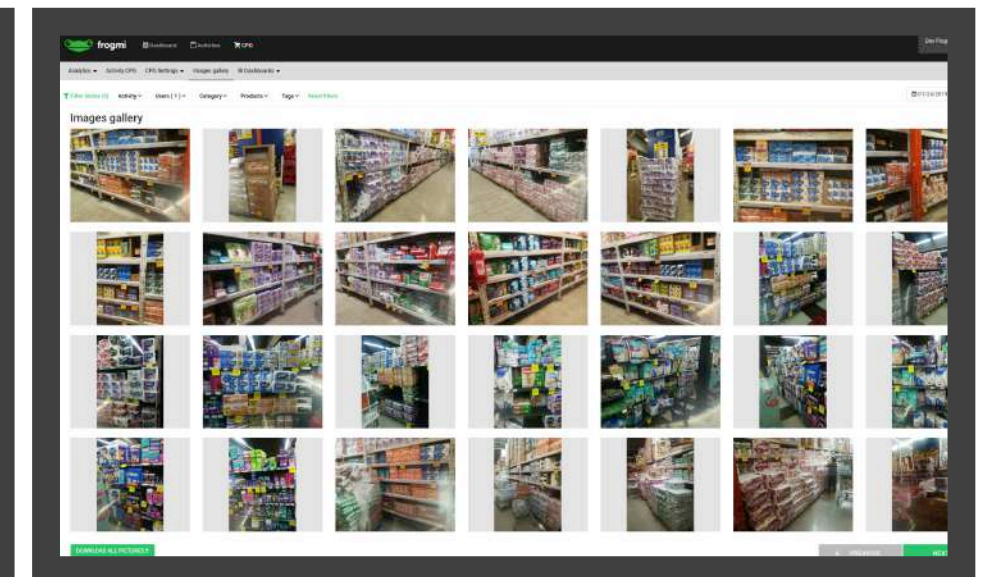
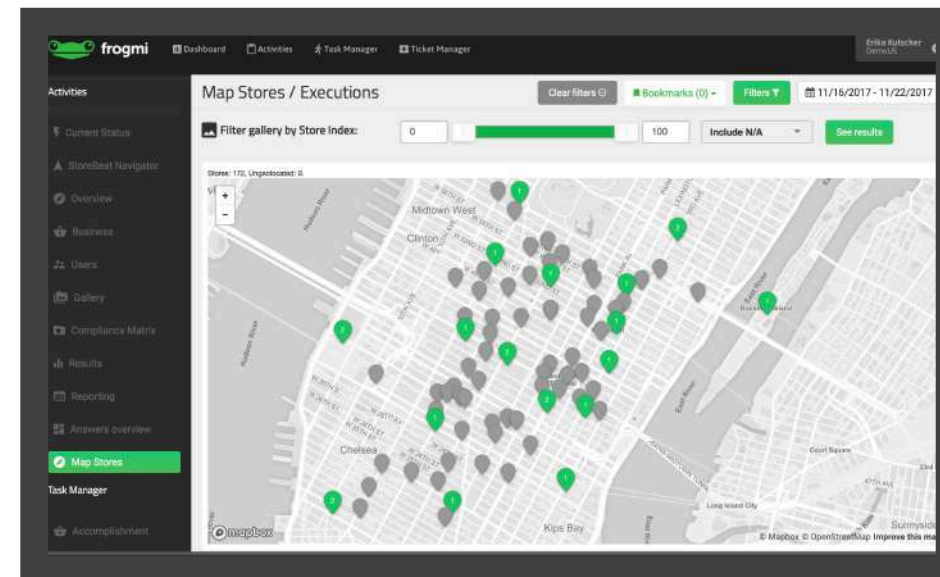
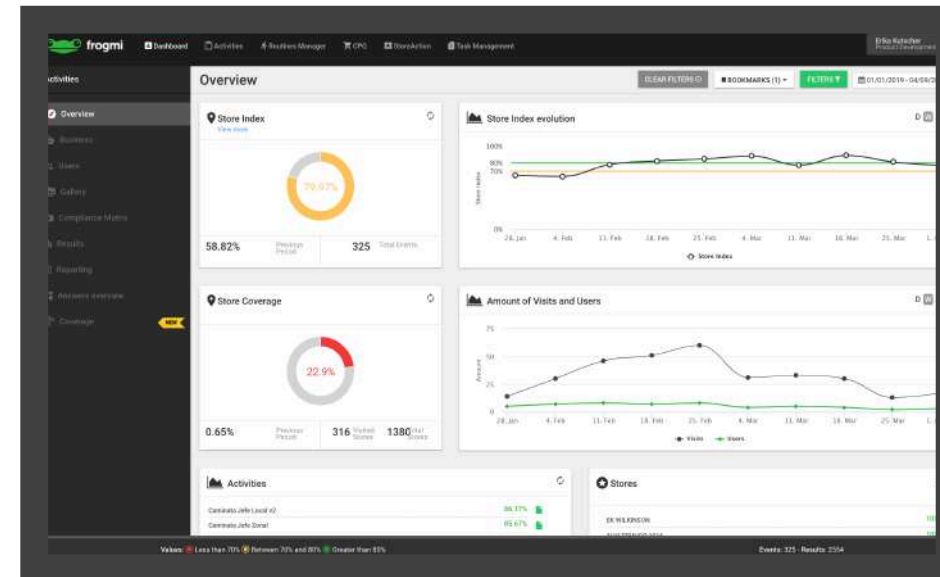
Automatic task generation and follow-up process

- Results
- Analytics
- Evidence

# Advanced Analytics

Built-in real time analytics dashboards allow users to get a better view of what is happening at their stores and find the most relevant opportunities in the operation

- ✓ In-Store Execution trends
- ✓ Opportunity matrix
- ✓ Image gallery
- ✓ Geolocated activity maps
- ✓ Store Benchmarks
- ✓ Activities detail
- ✓ And more...







# Thank you

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