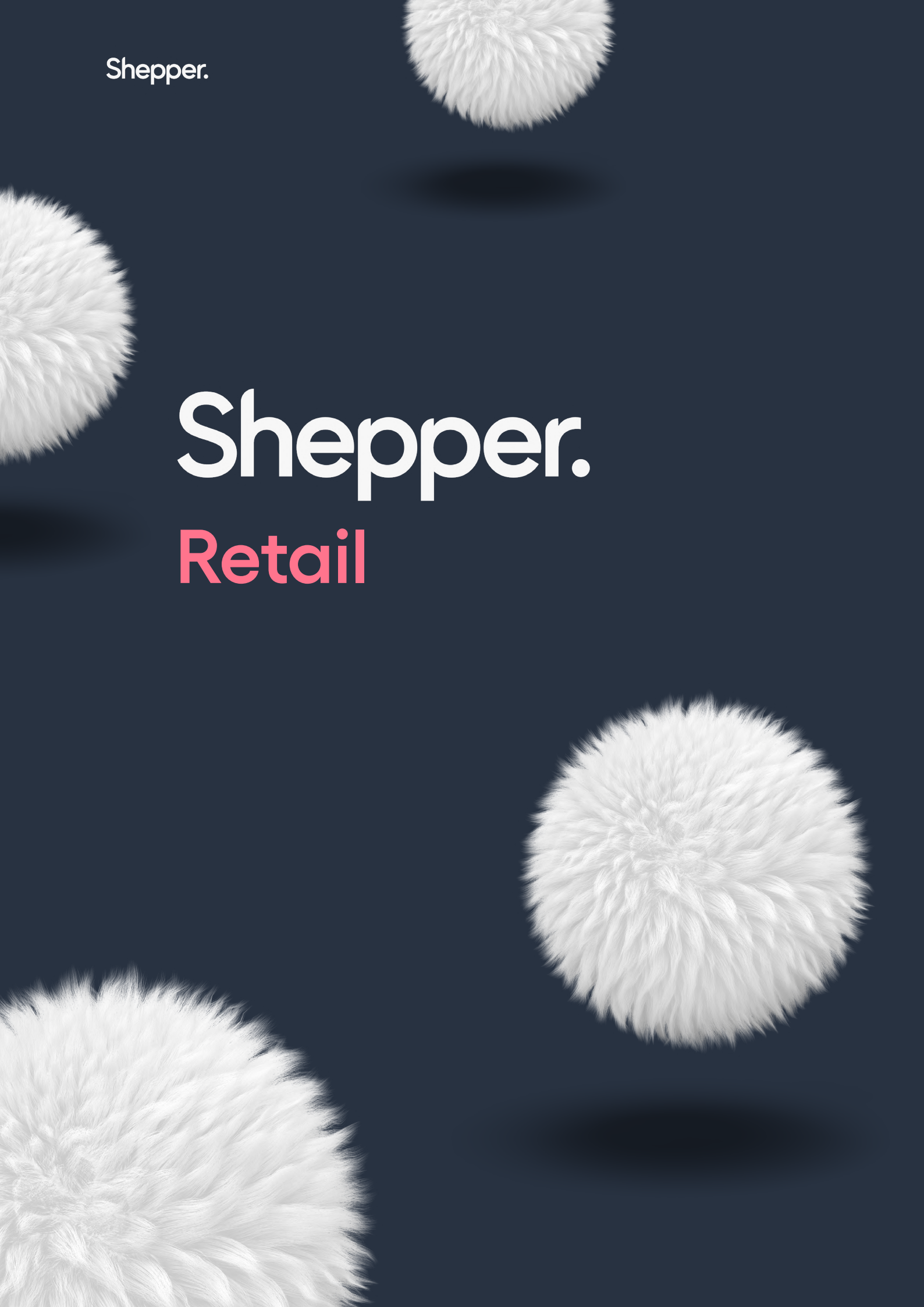


Shepper.

Shepper.

Retail





# Our Mission

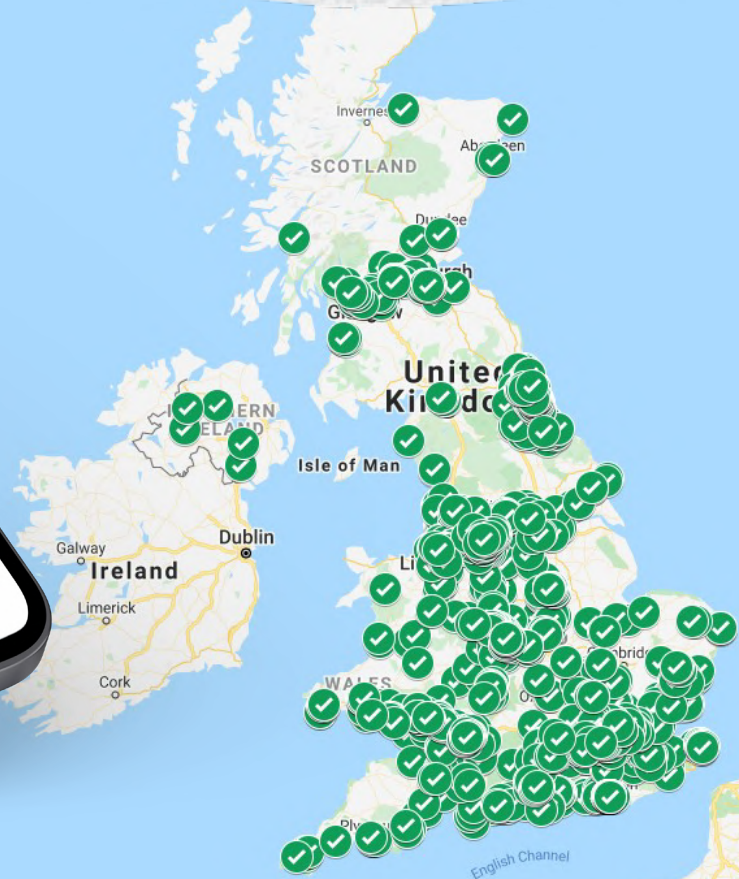


To build the most reliable network of retail data collectors

Founded in 2016, our vision is for local communities to be an integral part of the workforce of global businesses. To make this vision a reality, we are building a hyper-local network of people (our 'Shepherds') who will always be less than five minutes away from wherever clients need us.

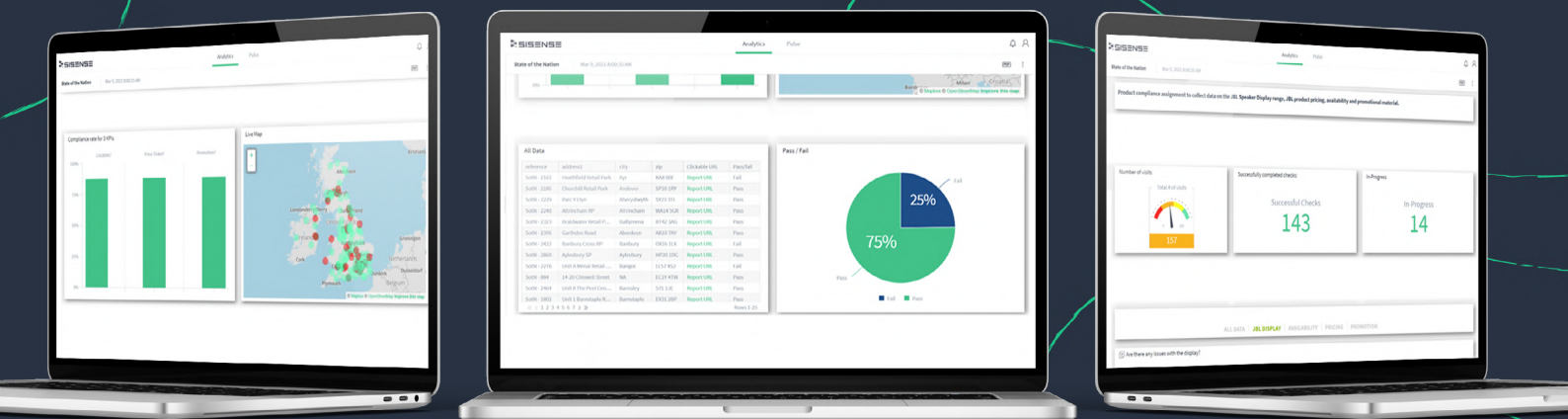
We work with businesses across multiple sectors, including FMCG, Beauty, Pharma and Consumer Technology.

We provide actionable, objective, real-time data via a combination of app and reporting platforms.



# We sell actionable data that drives change

We deliver comprehensive data to you, without you even having to leave your desk. With real-time individual reports and dynamic analytics dashboards, we make sure you have what you need to action changes.



All reports are GPS & time stamped

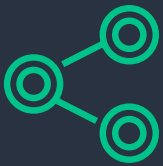


Powerful analytics dashboard allowing the user to deep-dive into the data



# Operational efficiencies for Field Teams

Due to our network driven business model, Shepper generates significant cost savings throughout supply chains.



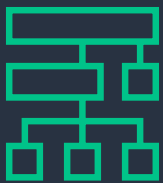
## Multi-sector

Our network are experienced at completing a wide range of tasks across 10 industries: from retail to property, transport to financial services. This multi sector model enables cost efficiency through economies of scale.



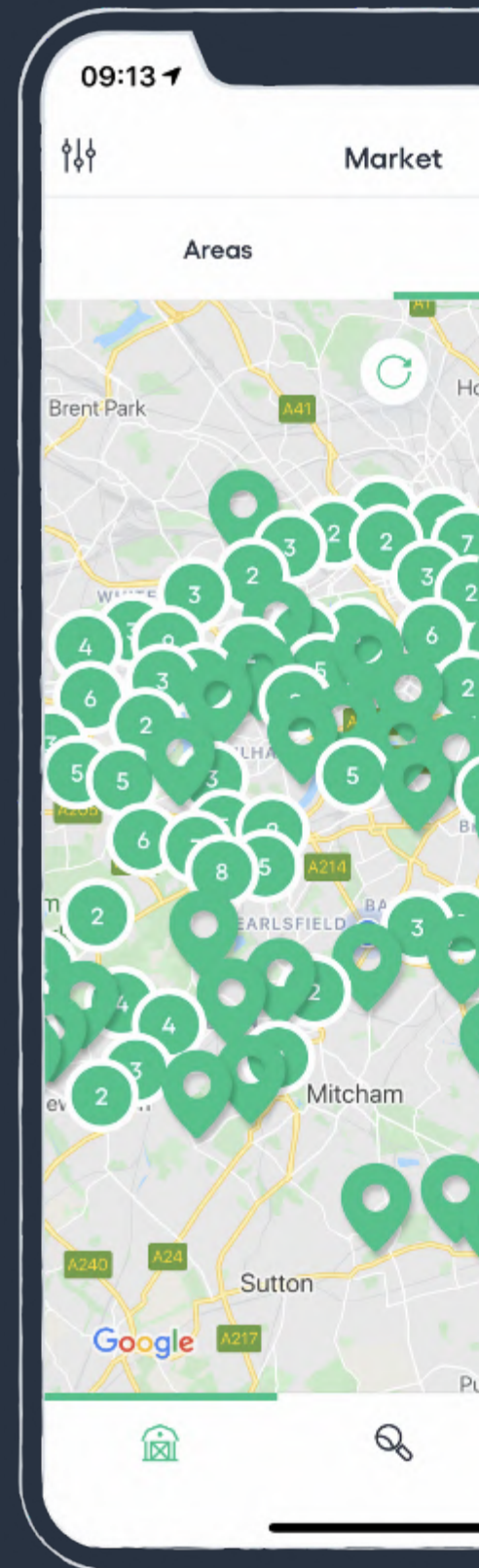
## Coverage

We ensure nationwide coverage across the network at no risk or cost to our clients, with an ongoing recruitment engine in areas of high demand.



## Prioritising your workforce

Let your teams focus their expertise on the most important activities and utilise the Shepper network to help prioritise that.



# The Benefits of Shepper

## Crowd-sourced solutions vs alternatives



### Tailored products

Our tailored products are there to help you check your KPIs. We work with you to understand your challenges, before testing and selecting a custom inspection.



### Guaranteed National Coverage

We guarantee coverage no matter where and how many checks you need. Our SLA is 95% completion.



### A Positive Impact

Shepper helps you connect with local communities and provide a diverse range of people with flexible, meaningful work.



### Agile and Flexible

Our inspection schedules adapt as challenges change to focus on your target areas. We can be used as a standalone solution or to support the capability of existing teams and suppliers.



### Local, but global network

Our Shepherds are walking distance away from your assets and are available globally. We can mobilise thousands of people simultaneously so information can be gathered fast.



### Cost effective

Our model requires no unnecessary travel or the need to hire external contractors or experts. We help you generate significant cost savings throughout supply chains.



### Quality data, your way

All data points are quality checked and you'll receive both individual reports and comprehensive dashboards.

# Where we work

Our Shepherds visit retailers of all different shapes and sizes across the country, from local convenience stores and independent retailers, to supermarkets and electrical goods stores.

 6,800 STORES	 1,700 STORES	 896 STORES	 260 STORES
 338 STORES	 645 STORES	 800 STORES	 870 STORES
 600 STORES	 770 STORES	 4,000 STORES	 3,000 STORES
 631 STORES	 1,740 STORES	 42 STORES	 752 STORES
 494 STORES	 2,500 STORES	 290 STORES	 2,600 STORES

# From brief to launch in as little as 48 hours

Working with us is easy and fast. We'll get your project live in only 48 hours and create a project management plan to ensure we operate safely, responsibly and at 95% completion



Define KPIs



Map to Product  
Template



Launch Project



Collect Data



QA Data



Push Data to  
Dashboards

Shepper.

# Our standard products





# Ready-to-go checks for brands

Shepper's set of standard inspection products can be activated quickly, with tried and tested templates and dashboards.

If your needs are slightly more complex, work with our team of experts to build a bespoke plan to get exactly what you need.



## Tactical, event-driven checks

Checks designed to help clients respond to and manage specific events through data collection. Get eyes on the ground from day 1 of a new campaign, ensure your new product or promo has perfect omni-channel/retail execution or respond to urgent issues like product recalls.

[See our Tactical Products](#)



## Strategic, recurring checks

Crowdsourced data to monitor our clients' retail execution on an ongoing basis. With monthly checks, correct the imbalance of information between brands and retailers and receive the insights needed to optimise performance of top-selling SKUs, understand competitors, and hold retailers to account.

[See our Strategic Products](#)



## Mystery shopping activities

Covert visits to help you experience what your customer experiences, and how your products are being talked about versus competitors. With our Mystery checks, measure the efficacy of your product & sales education activities, and reinforce brand awareness and advocacy.

[See our Mystery Products](#)



## Bespoke checks

Our team of experts work with customers to create bespoke plans to meet complex sets of requirements.

We will consult with you to define your KPIs and outputs, and then structure a custom reporting solution and inspection template that delivers accurate, relevant data that you can use to drive your business forward.

# Tactical Checks

Shepper has 4 key tactical products that our customers love - helping manage specific events, prove regulatory compliance, and maximise ROI on marketing spend.

## The reasons our clients use our Tactical Check Products:



### Flexibility

No need for ongoing commitments, use Shepper's services on an Ad Hoc basis to strengthen your existing field team, or respond to situations.



### Speed and Agility

Ability to quickly mobilise agents and get people on site at specific times and days. Achieve a snapshot of your entire retail estate in a single day.



### Near Real-Time

Immediacy of data available means resolution can be made fast, and reduce the opportunity cost of non-compliance.



### Unparalleled Coverage

Ensure you sample locations far and wide, and have confidence with a guaranteed service level of up to 95%.

### Product Launch / Promotional Compliance

- FSDUs
- Secondary Placements
- Availability of promoted SKUs
- Signage and merchandising
- Share of Promotion
- Correct Pricing

### OOH Proof of Posting

- Correct creative at correct location
- Condition of ad unit
- Surroundings & footfall
- Timing of digital ads
- Rotation of ad
- Other advertisers on rotation

### Product Recall

- Fast activation of agents to affected stores
- Identification of products by batch number
- Product purchase of all products on shelf
- Removal / purchase of all products in storage

### Regulatory Compliance

- Identification of key regulatory assets
- Visibility of assets and guidance
- Availability of further information
- Knowledge of store assistants

## TACTICAL PRODUCTS

# Product Launch & Promotional Compliance

We mobilise agents at specific days and times to check your promotion product launch goes smoothly from day 1 of your campaign. Our checks track and rate your in-store execution through a combination of qualitative and quantitative data.



## Some of the key KPIs we measure

- Product presence and availability in store
- Demo product availability and functionality (where applicable)
- Pricing accuracy
- Correct merchandising of all promotional material
- Condition of all promotional material
- Presence of other promotions in category and share of promotion
- Upon entering, what is the most visible/ dominant brand in store? (Subjective)

## CASE STUDY

### Checking promotional compliance for a leading beauty brand

**BUSINESS CHALLENGE:** Promotional materials and FSDUs had been sent out to multiple retailers to execute in store ahead of the launch of a new product line. There were historic issues with one particular retailer, and our customer wanted to check whether the problems had been successfully resolved.

**TASK:** To report on the success of in-store execution across a range of retailers from the first day of the product launch.

To visit stores from day 1 of the planned product launch to ensure execution was correct to planogram and the retailers met their contractual requirements. To track specific retailers to check that promotional materials and FSDUs had been executed in-store as planned.

**ACTION:** Shepherds across the country visited stores on day 1 of the campaign. Our checklist directed them to ensure execution was correct to planogram and the retailers met their contractual requirements. We reported back on compliance across asset type, retailer and geography to highlight any trends or issues our customer should be aware of.

**INSIGHT AND IMPACT:** Problems were identified at the same retailer our customer had historically had problems with and so account management teams were immediately alerted so that they could make undertake education and resolution work to boost the success of the product launch in stores and maximise ROI.

# Strategic Checks

Clients use our strategic checks on a regular basis to plug more high quality data into their retail operations, strengthen their field sales teams, and improve the success of relationships with retail partners.

## The reasons our clients use our Strategic Check Products:



### High Quality Data

Get access to a live, interactive dashboard showing actionable data across all the stores on your list.



### Regular touchpoints

Hold retailers to account with regular visits to priority stores, with video and photographic evidence.



### Cost-efficiency

Use low-cost Shepper data to supplement existing field teams, or in place of more expensive solutions.



### Unparalleled Coverage

Ensure you sample locations far and wide, and have confidence with a guaranteed service level of up to 95%.

#### Category Intelligence

Monitor the key KPIs of your chosen category and analyse your SKUs in-store performance vs competitors (or to simply give more in-depth information for product development)

##### Example KPIs

- Size of category in store
- Share of shelf
- Size of range
- Pricing range & average
- Packaging of products
- Positioning
- Promotions running and share of promotion

#### 4P Compliance

Deep-dive on priority products and assess the key data points for your listed SKUs. Analyse the retail execution of these products paying close attention to the 4 Ps - Product, Promotion, Price and Positioning

##### Example KPIs

- Compliance to Planogram
- Price of SKU
- Availability by SKU
- Promotions by SKU
- Shelf positioning and store positioning by SKU
- Secondary placements

#### "North Star" - Field Sales Optimisation

Leverage Shepper's widespread data-collection capability to guide your field sales team's activities and optimise their performance and efficiency

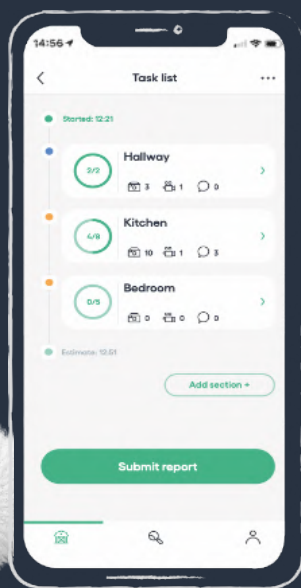
##### Example Outputs

- Prioritised store list by revenue uplift potential
- List of fixes required by location including photographic evidence
- Compliance by asset across your retail estate
- Compliance by geography across your retail estate
- Compliance by retailer and store type



# “North Star” – Field Sales Optimisation

Leverage Shepper’s widespread data-collection capability to guide your field sales team’s activities and optimise their performance and efficiency.



## What we deliver

- Shepper’s team works with you to devise a custom scoring system which allows us to analyse data collected in-store and estimate an ROI for sending your field team to each location.
- Our agents are mobilised to collect data from your entire retail estate cost-efficiently, and Shepper’s dashboard is then able to provide all the information needed to maximise the ROI from your field team, and make their visits efficient and productive.
- Field teams only visit locations where action is needed, so no wasted visits to those locations where retail execution is acceptable.
- Greater and greener efficiency, with less long distance travel.
- Greater ROI, with field teams spending more time focused on what they’re paid to do - merchandising, building relationships, selling and training – not auditing.

## CASE STUDY

### Creating a prioritised workflow for the Field Sales team of a leading consumer brand

**BUSINESS CHALLENGE:** Our customer sells products in around 50k stores across the UK, and does not have the ability to visit every location on a regular basis. Individual brand assets in store can have a significant impact on sales when implemented correctly, but relying on retailers for in-store execution meant that our customer was losing out on potential revenue. Some retailers need more support than others, but with limited data it was difficult to accurately prioritise the work of full-time team members.

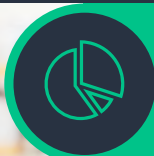
**TASK:** To present our customer with a prioritised list of store locations by region, which represent the biggest opportunities for field sales team members to visit and create additional revenue by performing fixes and retailer education programmes.

**ACTION:** We performed a snapshot part of their retail estate in a single day to collect data on the compliance of brand assets in the store and the degree to which they needed fixing. We attributed a potential revenue uplift % to each asset, and calculated the overall potential by store for the field team to have an impact on sales. This data was then shared in real-time with our customer, and a prioritised list of locations was sent to every field sales person including the list of fixes required at each location, and the photographic evidence.

**INSIGHT AND IMPACT:** Our customer was able to create a data-driven model for retailer interaction which allowed the field sales team to dramatically increase the ROI of their in-store visits.

# Mystery Checks

The reasons our clients use our Mystery Check Products:



## Measure what matters

Understand the efficacy of brand activities and product training programmes, and identify elements that need more attention.



## Reinforce good behaviour

Reward salespeople who recommend your product for the right reasons and encourage others to do the same.



## Truly Covert

Access a 30,000+ strong network of checkers who can sample all locations and go truly unnoticed as they are real potential customers.



## Qualitative & Quantitative

Templates cover all aspects of the shopper experience, and allow you to measure and analyse data points, as well as dive more deeply into specific experiences.

### Brand Recommendation

Use Shepper agents to visit a representative sample of retail locations to quantify how often your products are being recommended to customers, and track the reasons why - ensuring it is in line with how you want products to be sold

#### Example KPIs

- 1st, 2nd and 3rd Product recommendations
- Reasons for recommendation
- Knowledge of salesperson on your products and brands

### "Modules" Available:

#### On-the-Spot Reward

As a build to the previous check, encourage the best results from sales assistants by offering an on-the-spot reward when they do a good job - reinforcing the same behaviour for the future

#### "Perfect Serve"

Built for On-Trade, measuring specific guidelines around how to perfectly serve drinks and food to customers. Assure these are being adhered to across the nation so you deliver a consistent, high-quality experience

# Brand Recommendation

Gather both qualitative and quantitative to measure the success of your brand in comparison to your competitors.



Example scenario; I would like to buy a new X, what could you recommend?

- Which Brand/Product is recommended first? Why?
- Which Brand/Product is recommended second? Why?
- If specific brand/product not mentioned, would the RSA recommend that brand/product? Why?
- Based on visit, how would you rate product knowledge?
- Based on visit, which product/brand would you purchase?
- Based upon visit, where would you purchase this product?

## CASE STUDY

### Measuring brand recommendation in independent stores for a FMCG brand

**BUSINESS CHALLENGE:** Understanding the level of brand awareness and advocacy across their retail estate and measuring how many stores would recommend their product over a competitor's. They also wanted to use this activity to encourage store assistants to recommend their products in the future.

**TASK:** To create a mystery shopping programme that measured the number of stores that would recommend our clients products and the reasons for the recommendation, and to reward store assistants who showed good behaviours, incentivising to continue this in the future.

**ACTION:** Shepherds visited local stores to interact with store assistants and ask for brand recommendations. We recorded the first, second and third choice products, along with the reasons for the recommendation. Shepherds were then able to offer an on-the-spot reward to the store assistant in the form of a voucher, reinforcing and incentivising the right behaviour for the future.

**INSIGHT AND IMPACT:** Our customer was able to see the regional trends in brand recommendation, and identify opportunities to increase brand advocacy in certain areas, Qualitative data gathered on the reasons for recommendations could be weaved into training programmes for the retail estate and inform marketing efforts.



We understand the importance of providing accurate data

# Four-step Quality Assurance



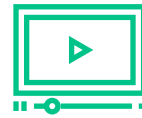
## High-calibre network

Our recruitment and engagement algorithms retain and incentivise the highest quality agents to pick-up your tasks.



## Smart task lists

Our data-collection tool is tried and tested across multiple agents and stakeholders, leaving little room for error or subjectivity.



## Video training

Guidance, how-to videos and in-app enquiries to ensure consistency of data collection.



## Instant QA

Our tech allows every data point to be instantly reviewed, with feedback looping back to Shepherds whilst they remain on-site.





# Our costs explained



## Shepherd fee

Our Shepherd fees are calculated based on the type, location and length of job, as well as the urgency (which is a function of the minimum coverage requirements and time window for visits to occur).



## Quality Assurance Fee (Optional)

There is a small fee for quality assurance for each check, this is optional for simple checks, but required for more complex jobs.



## Project Initiation and Dedicated Project Management

Configuration of our templating engine to optimise data collection and processing.

Allocation of a dedicated Project Manager.



## Real time Reporting and Alerting (Optional)

Real-Time Reporting and Alerting capability. This allows Camelot employees access to a dashboard showing up to date information on progress of checks, including access to all data collected.

Alerts can be configured - for example, relevant people can be notified within minutes of every location that has been marked as non-compliant.



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