



SmarterBrand

Are your products the first a customer sees?

SmarterBrand is a complete mobile audit solution for retail and consumer goods companies. It puts your products first and gives you a competitive advantage over the competition.

What is SmarterBrand?

SmarterBrand is a complete business application that captures, tracks and monitors product information across the marketplace to obtain a competitive advantage. It has an ability to measure key sales drivers, run frequent reports for identification of areas of opportunity and weaknesses and enables clear visibility of field employees performance.

Why do customers use SmarterBrand?

- Increased operational efficiency
- Competitive advantage
- Better Business Intelligence
- Increased revenue
- Increased profitability

Increased Operational Efficiency

- Always on and multi device compatibility
- Clear visibility of field employees performance with journey planner feature
- Frequent reporting for data review and analysis

Help your employees meet their targets.

Achieve a competitive advantage

- More of your products on the shelf
- More efficient stock management
- Better customer insights, service and retention

Remove 'out of stocks' from your business.

Increased revenue and profitability

- More products equals more revenue
- Better stock management equals higher profitability
- More customers – what every business wants

Increase turnover and increase profit by up to 50%.

Through the implementation of solution, Richmond Marketing is now supported by outstanding market, customer and consumer insight which underpins our decisions and strategy. The level of business insight and intelligence we now have into target consumers, customers and market trends enable us to focus sales and marketing effort, maximise return and add value for customers, allowing us to respond to a rapidly changing environment.

- William Donnelly, Managing Director, Richmond Marketing