

# Case Study: Unilever's In-Store Execution Transformation with Retail Execution AI from MileApp



## Overview

Unilever, a global FMCG leader, partnered with MileApp to enhance its retail execution across Indonesia. In just one month, the solution was implemented to **7,000 field users** covering **350,000+ stores** — from traditional outlets to modern trade.

### Objectives



Maximize **On-Shelf Availability (OSA)** in-store.



Improve **Share of Space** compliance.



Reduce **time spent** on manual audits.

Working with MileApp has been a great experience as they always continue improving their capabilities and speed to meet Unilever needs.

They are not only trying to comply the brief, but also giving idea to lock opportunities in store, such as **improvement on Minimarket TSIO and compliance**.

**Farah Diba Toya**

Field Execution Manager -  
Modern Trade

### Solution

Retail Execution AI's solution used advanced computer vision trained on **1,100+ SKUs across 16 categories**, achieving **98%+ image recognition accuracy** within 6 weeks of going live. It automates store audits and captures shelf data for immediate insights.

### Results

- 1 Up to **24% improvement in OSA Excellence**  
Ensuring minimum OOS instances at any time.
- 2 **6% increase in Share of Space compliance**  
Across MT and LMT channels.
- 3 **56% reduction in audit time**  
Thousands of hours freed for selling activities.

### Why It Matters?

With rapid deployment, high-accuracy AI, and scalable execution, Unilever transformed its field operations and retail presence — achieving **smarter, faster, and more compliant in-store execution** nationwide.

