

One subscription. The whole sales team, watching the shelf live.

A beverage company equipped its 34-person field team with RAVA ECHO, managers on the dashboard, agents on mobile. The first promotion after go-live showed exactly what that changes.

CLIENT

Beverage, own field team

DEPLOYMENT

34 agents on mobile, managers on dashboard

MODEL

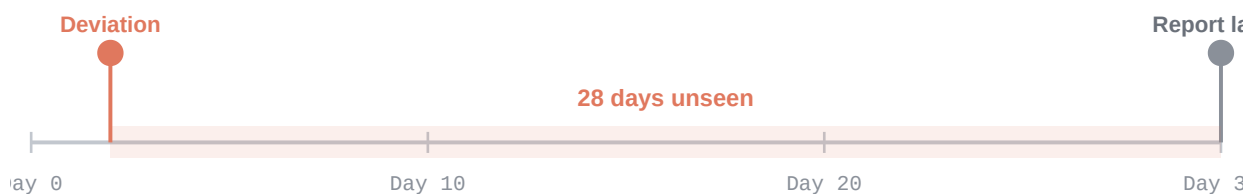
ECHO subscription

BEFORE ECHO

A capable team, blind between monthly reports.

The agents were in the field every week, but performance only surfaced in the monthly audit. A promotion could fail in a third of the stores and no one would know for 28 days, long after the window had closed. They had the people. What they lacked was live eyes on the shelf, so they put ECHO in the team's hands.

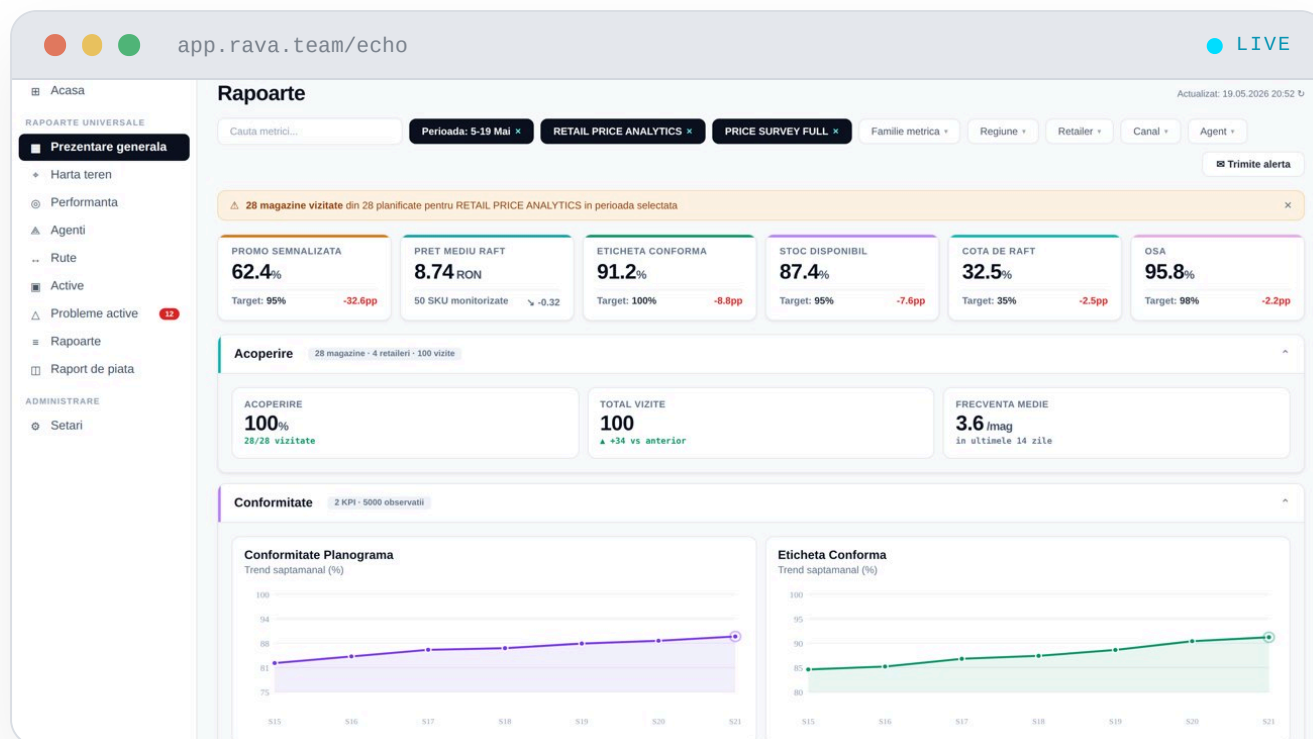
LIFE OF THE PROMO GAP UNDER MONTHLY REPORTING



FIRST, THE TEAM SAW THE PROBLEM

The promo KPI was red from day one.

On the overview, Promo semnalizata sat far below target the moment the promotion went live. The gap was visible immediately, not at month end.



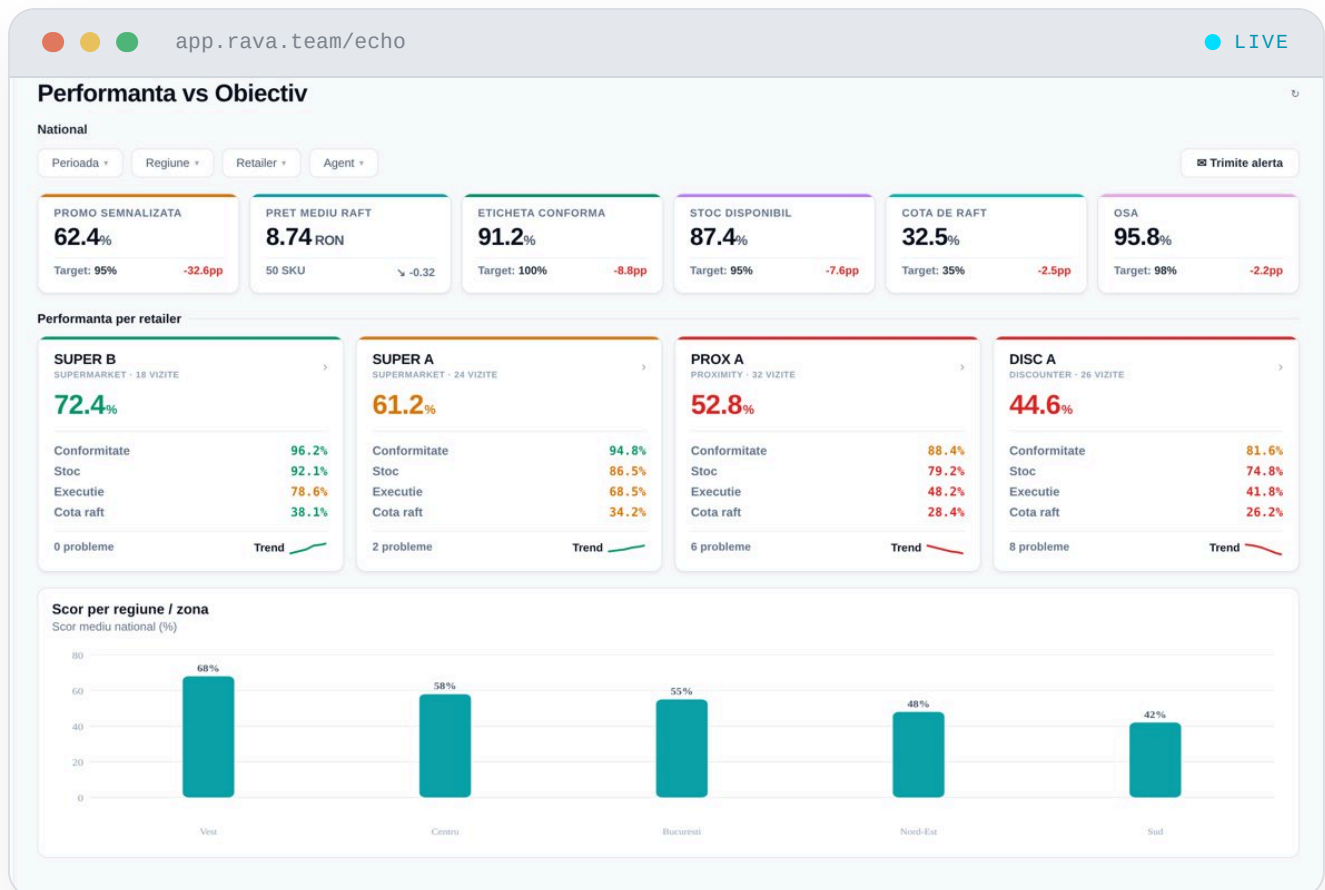
62.4%

Promo signalled, against a 95% target. A 32-point gap, flagged in red on the overview. The promotion simply was not active across the network, and ECHO showed it on day one.

THEN, EXACTLY WHERE

One click to the weakest retailers and regions.

Performance against objective ranked every retailer and region, so the search narrowed instantly to where the promo was missing most.



44.6%

Weakest retailer, a hard discounter, against a 95% target. The regional view pointed to the same soft spots. No guesswork, the gap had an address.

THEN, EXACTLY WHAT, AND AT WHICH STORE

Down to the SKU, in a single row.

The report explorer took it to the shelf, one SKU at a time, showing precisely where the promo signage flag came back negative.

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LIVE

Explorer Rapoarte

5000 randuri

Export

Perioada Sablon Retailer Magazin Agent

-- Trage de bara orizontala pentru a vedea toate coloanele

PRODUS	PRODUCATOR	BRAND	INDICATOR	COD METRIC	FAMILIE	NIVEL	VALOARE	RETAILER	MAGAZIN
COLA A 0.5L	BOTTLER A	BRAND A	Pret raft	regular_price	Executie	Produs (SKU)	7.85 RON	SUPER A	Super A Hala Traian
COLA A 0.5L	BOTTLER A	BRAND A	Promo semnalizata	promo_signage_flag	Executie	Produs (SKU)	✓ Da	SUPER A	Super A Hala Traian
COLA A 0.5L	BOTTLER A	BRAND A	Eticheta conforma	price_label_ok	Conformitate	Produs (SKU)	✓ Da	SUPER A	Super A Hala Traian
COLA A 0.5L	BOTTLER A	BRAND A	EAN scanat	ean_code	Conformitate	Produs (SKU)	5449000000996	SUPER A	Super A Hala Traian
COLA A 0.5L	BOTTLER A	BRAND A	Stoc disponibil	stock_status	Stoc	Produs (SKU)	✓ Da	SUPER A	Super A Hala Traian
COLA B 1.5L	BOTTLER B	BRAND B	Pret raft	regular_price	Executie	Produs (SKU)	9.29 RON	PROX A	Prox A Brasov Centru
COLA B 1.5L	BOTTLER B	BRAND B	Promo semnalizata	promo_signage_flag	Executie	Produs (SKU)	✗ Nu	PROX A	Prox A Brasov Centru
COLA B 1.5L	BOTTLER B	BRAND B	Eticheta conforma	price_label_ok	Conformitate	Produs (SKU)	✓ Da	PROX A	Prox A Brasov Centru
ORANGE A 2L	BOTTLER A	BRAND C	Pret raft	regular_price	Executie	Produs (SKU)	10.49 RON	DISC A	Disc A Pitesti Nord
ORANGE A 2L	BOTTLER A	BRAND C	Stoc disponibil	stock_status	Stoc	Produs (SKU)	✗ Nu	DISC A	Disc A Pitesti Nord
ORANGE A 2L	BOTTLER A	BRAND C	Eticheta conforma	price_label_ok	Conformitate	Produs (SKU)	✗ Nu	DISC A	Disc A Pitesti Nord
ENERGY A 0.5L	BOTTLER A	BRAND D	Pret raft	regular_price	Executie	Produs (SKU)	11.99 RON	SUPER B	Super B Floreasca
ENERGY A 0.5L	BOTTLER A	BRAND D	Promo semnalizata	promo_signage_flag	Executie	Produs (SKU)	✓ Da	SUPER B	Super B Floreasca
TONIC A 1L	BOTTLER A	BRAND E	Pret raft	regular_price	Executie	Produs (SKU)	8.29 RON	SUPER A	Super A Unirii
ENERGY B 0.25L	BRAND F	BRAND F	Pret raft	regular_price	Executie	Produs (SKU)	12.49 RON	DISC A	Disc A Bucuresti Rahova

PROMO ON SHELF

✗ No

promo_signage_flag

The promo-on-shelf flag came back negative, Brand B 1.5L, at a proximity store. One row that names the exact store and SKU, so a manager knows not just that there is a problem, but precisely where to send someone.

THEN, ACTION

Every gap became a job for the right agent.

Each missing-promo store turned into a tracked issue in Active issues, ranked by impact and routed to the agent who covers it, not to a report no one reads.

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LIVE

Probleme active

Export

12 Total

5 Critic

4 Ridicata

3 Medie

Client

Retailer

Pilon

Toate

Conformitate

Stoc

Executie

Dovada

Lista

Per magazin

Per retailer

	LOCATIE	PRODUS	TIP ISSUE	PILON	PRIORITATE	DESCHIS	AGENT	STATUS	ACTIUNE
☐	Prox A Brasov Centru	COLA B 1.5L	Promo nesemnalizata	Executie	CRITIC	18 zile	Daniela	Deschis	Alerta
☐	Disc A Pitesti Nord	ORANGE A 2L	Stoc 0 pe raft	Stoc	CRITIC	14 zile	Ana	Deschis	Alerta
☐	Disc A Pitesti Nord	ORANGE A 2L	Promo nesemnalizata	Executie	CRITIC	14 zile	Ana	Deschis	Alerta
☐	Prox A Alba Iulia	TEA A 1.5L	Planograma neconforma	Conformitate	CRITIC	10 zile	Daniela	Deschis	Alerta
☐	Disc A Bucuresti Rahova	ENERGY B 0.25L	Promo nesemnalizata	Executie	CRITIC	8 zile	Ana	Deschis	Alerta
☐	Super A Unirii	JUICE A 2L	Cota raft sub target	Stoc	RIDICAT	6 zile	Ana	In lucru	Alerta
☐	Super A Hala Traian	7UP LEMON LIME 2L	Promo nesemnalizata	Executie	MEDIU	3 zile	Ana	In lucru	Alerta
☐	Prox A Alba Iulia	TONIC A 1L	Eticheta pret lipsa	Executie	MEDIU	0 zile	Daniela	Deschis	Alerta

RAVA ECHO - Performance Platform

38 Stores turned into assigned, trackable jobs. Prioritised by lost sales, each closed only when the agent re-checks the shelf. Visibility became action.

AFTER, LIVE VISIBILITY

The 28-day gap closed in four, inside the promo window.

TIME FROM PROBLEM TO FIX, BEFORE VS AFTER

Time to detect a deviation

BEFORE 14 days

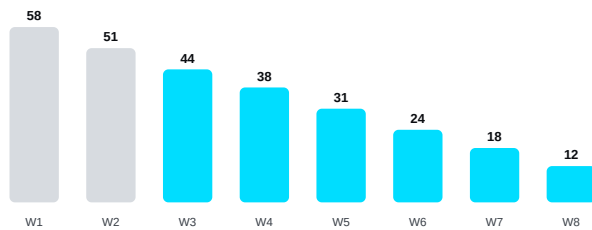
AFTER 1 days

Time to resolve

BEFORE 21 days

AFTER 4 days

STORES STILL MISSING THE PROMO, PER WEEK



WHAT THE NUMBERS SAY

14 → 1

Days to detect. The gap surfaced the day the promo went live, not at month end.

21 → 4

Days to resolve. Routed to the agent and re-checked in store.

38 → 0

Stores recovered. Cleared inside the promo window, not after it.

WHAT YOUR SALES TEAM GETS

One subscription. Live eyes on every shelf.

MANAGERS

A live dashboard of the whole operation

KPIs against target, so a gap like a missing promotion is visible the day it appears, not at month end.

AGENTS

The same truth in every rep's pocket, on mobile

Each agent sees their stores, their tasks, their shelf, and works the live list in the field.

ONE SOURCE

Every gap becomes a job, routed to the right rep

Ranked by impact, assigned on the spot, no waiting for the next report.

CONFIGURED

Your indicators, your targets, your team

Set up around how you actually operate, and closed only when the shelf proves it.

Give your sales team live eyes on the shelf. One ECHO subscription turns what is happening in store into the shortest path from problem to fix, for every manager and every rep.