



Digital transformation of operations

For FMCG retail chains

Managers are not sure whether all employees:

- Always fulfil their duties
- Report honestly
- Comply with standards
- Are familiar with guidelines

Employees struggle with:

- Different formats and channels of communication (SMS, e-mail, telephone, WhatsApp, different apps etc.)
- A lack of task notifications and prioritisation
- Limited feedback from managers and co-employees
- No easy access to instructions and guidelines



TakeTask is a mobile application used to assign, execute and verify tasks on a large scale in many locations simultaneously.

Managers need:

- A transparent overview of task completion
- Objective verification of completed tasks (GPS location, photo, timestamp)
- Easy and fast setup and distribution of tasks to multiple locations

Employees work is easier thanks to:

- Unified communication via tasks
- Organised and prioritised list of assignments
- Instant and clear feedback from managers and co-employees
- Guidelines and/or trainings linked with tasks

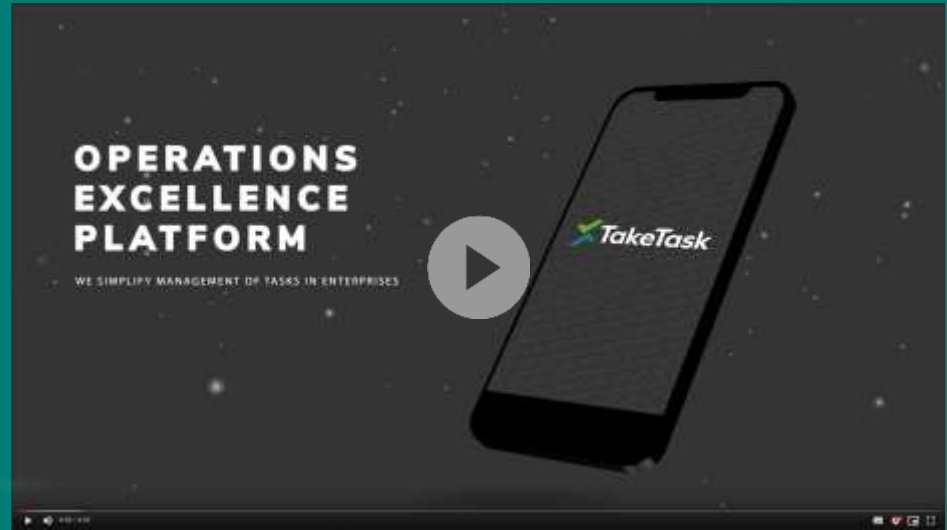


Operations Excellence and Field Force Automation

Watch video

OPERATIONS EXCELLENCE PLATFORM

WE SIMPLIFY MANAGEMENT OF TASKS IN ENTERPRISES



Areas we digitise



Merchandising & in-store marketing

Prices & promotions monitoring

Food safety & cleanliness

In-store operations & audits

Maintenance & malfunction procedures

Project management facilitation

Logistics & stock control

Employee motivation

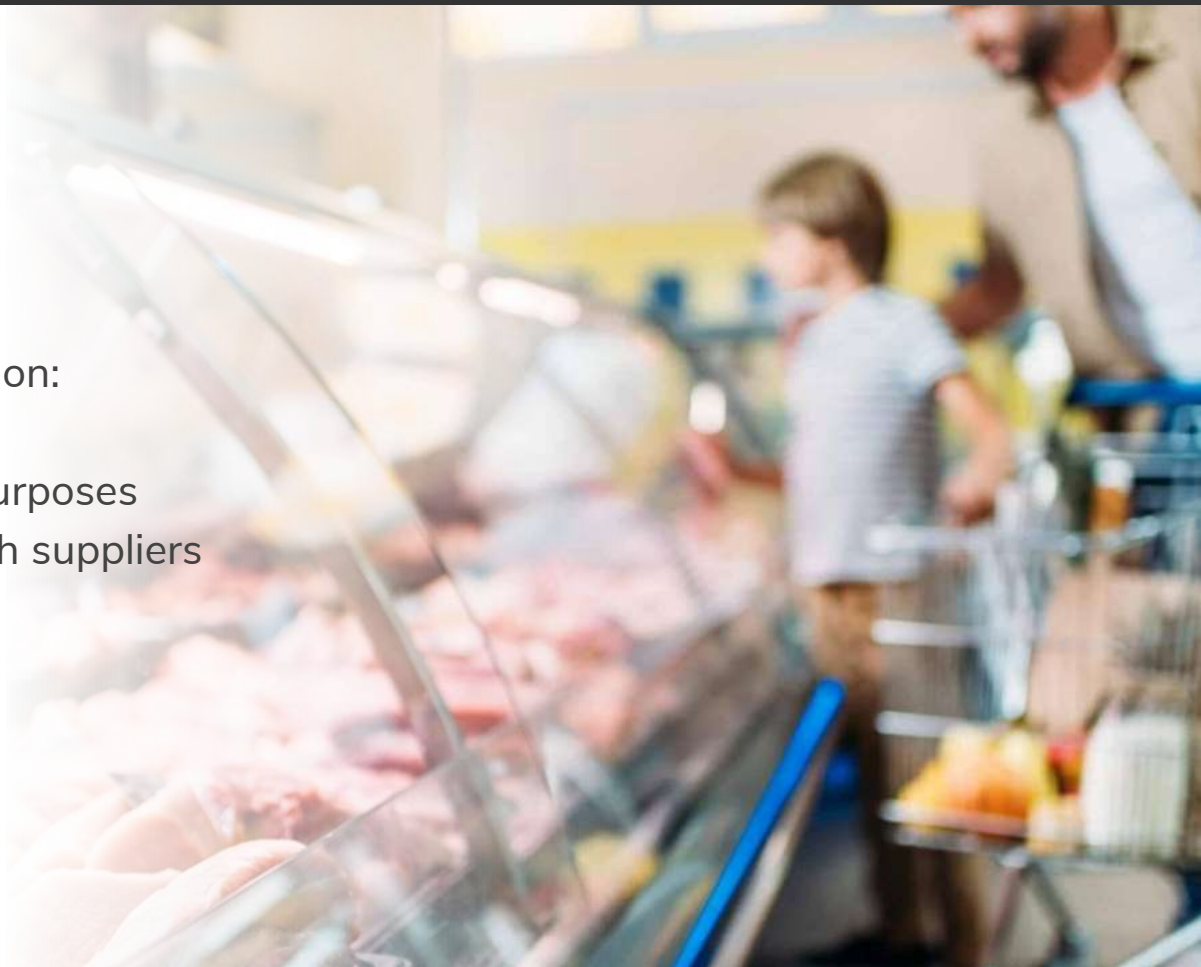
Human Resources (HR)



- Retention of standards
- Execution of ad-hoc activities
- Implementation of new planograms
- Replenishment facilitation
- Out-of-stock reporting
- Marketing materials stocktaking



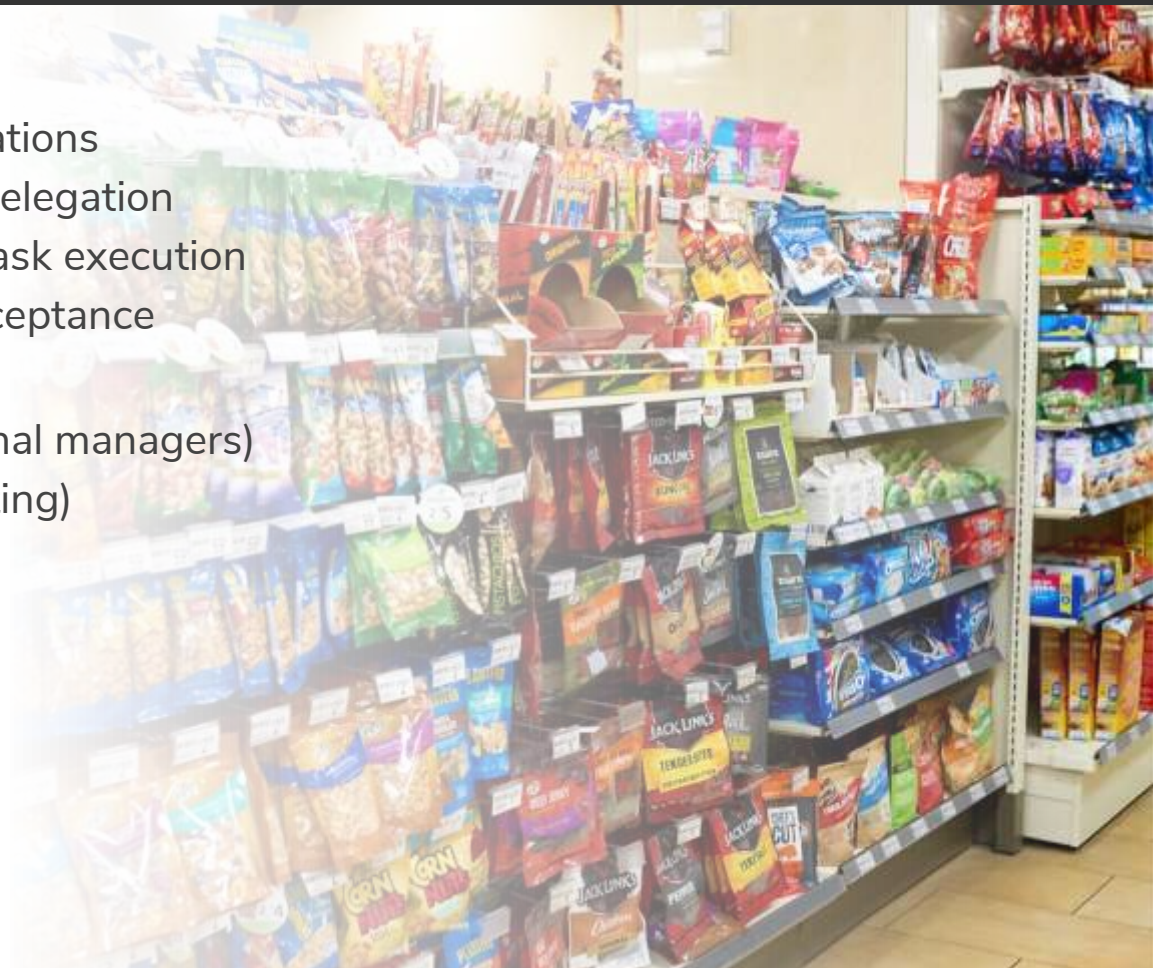
- Competition prices monitoring
- In-store price control
- Price changes implementation
- Ad-hoc promotions execution
- Promotional activity digitalisation:
 - Data input for analytics
 - Documentation for tax purposes
 - Basis for settlements with suppliers



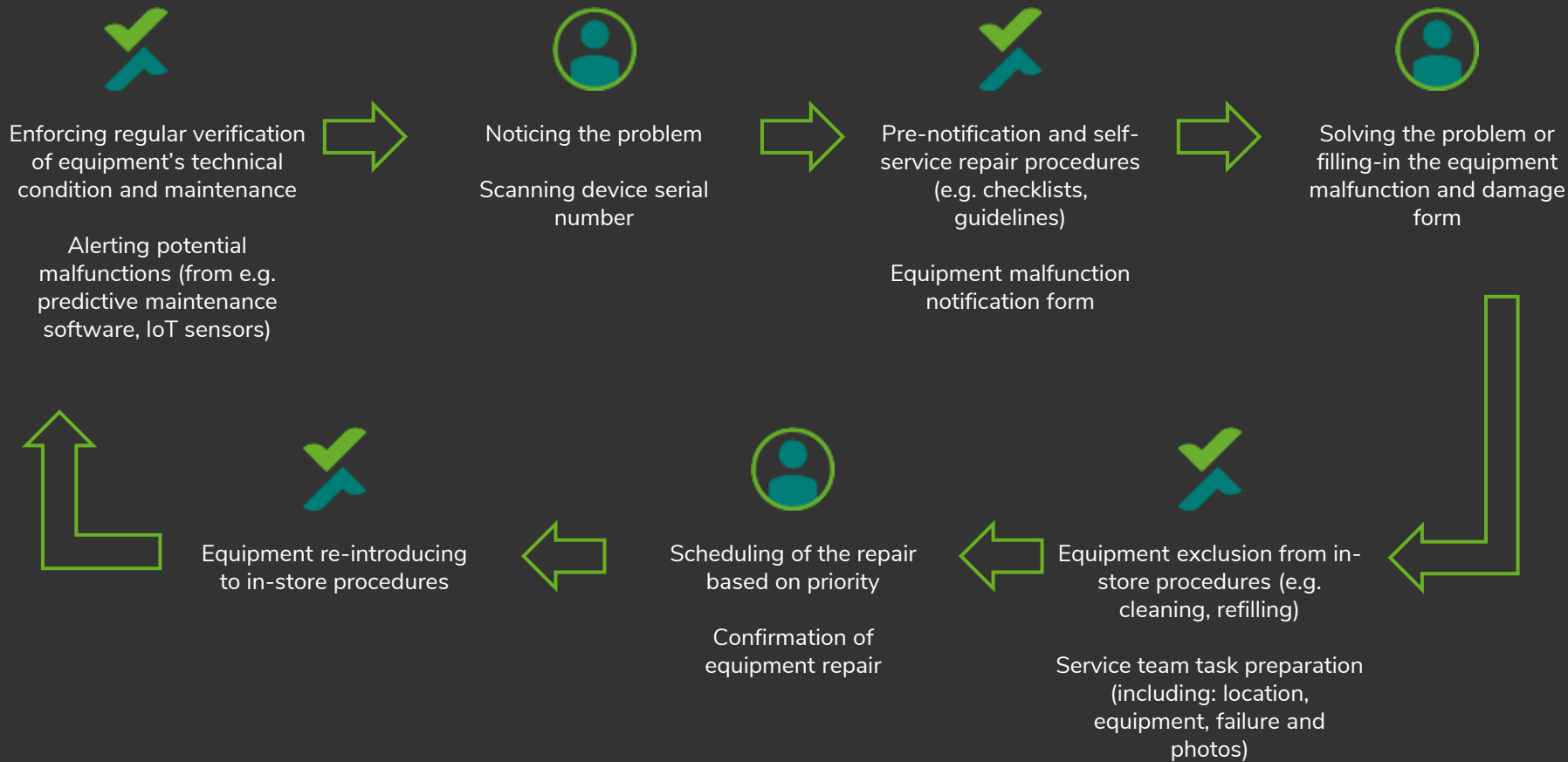
- Regular procedures execution (e.g. HACCP)
- Notification of ad-hoc needs (e.g. cleaning)
- Incidents recording (e.g. insects)
- Products expiration date control
- Recording of losses
- HACCP procedures facilitation:
 - Constant data collection reminding
 - Ensuring procedures are carried out properly
 - Instant data digitalisation
 - Real-time reporting



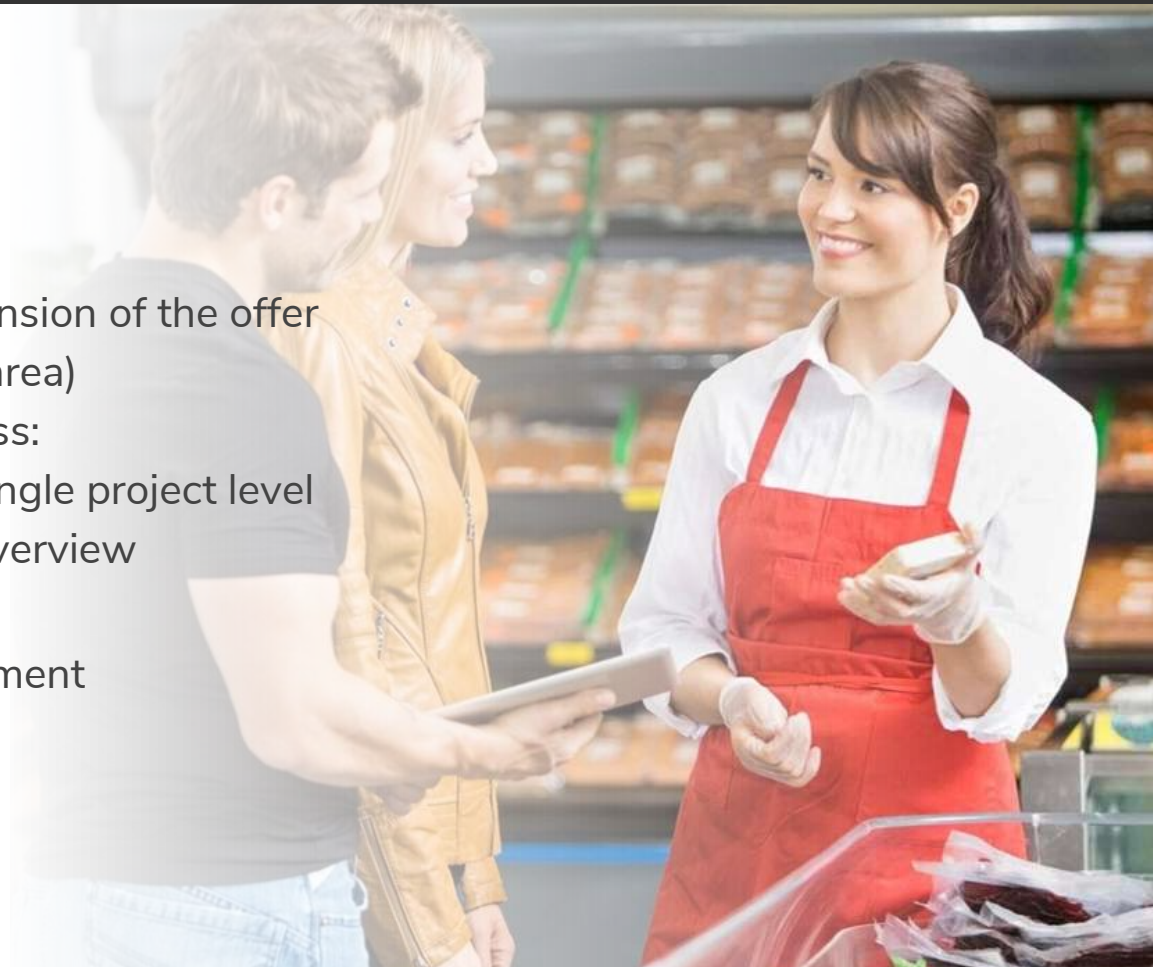
- Facilitation of in-store daily operations
 - In-store task creation and delegation
 - Real-time confirmation of task execution
 - Real-time feedback and acceptance
- Conducting recurring audits by:
 - Internal auditors (e.g. regional managers)
 - Store employees (self-auditing)
- Mystery shopping by:
 - Head Office employees
 - Other stores' employees
 - Market research agencies



Maintenance & malfunction procedures



- Setup of project templates e.g.:
 - Category management
 - Store renovation
 - Investments related to extension of the offer (self checkout area, coffee area)
- Measurement of project's progress:
 - Preview of progress on a single project level
 - Recurring projects status overview
- Comprehensive tool combining:
 - Milestones project management
 - Field force automation



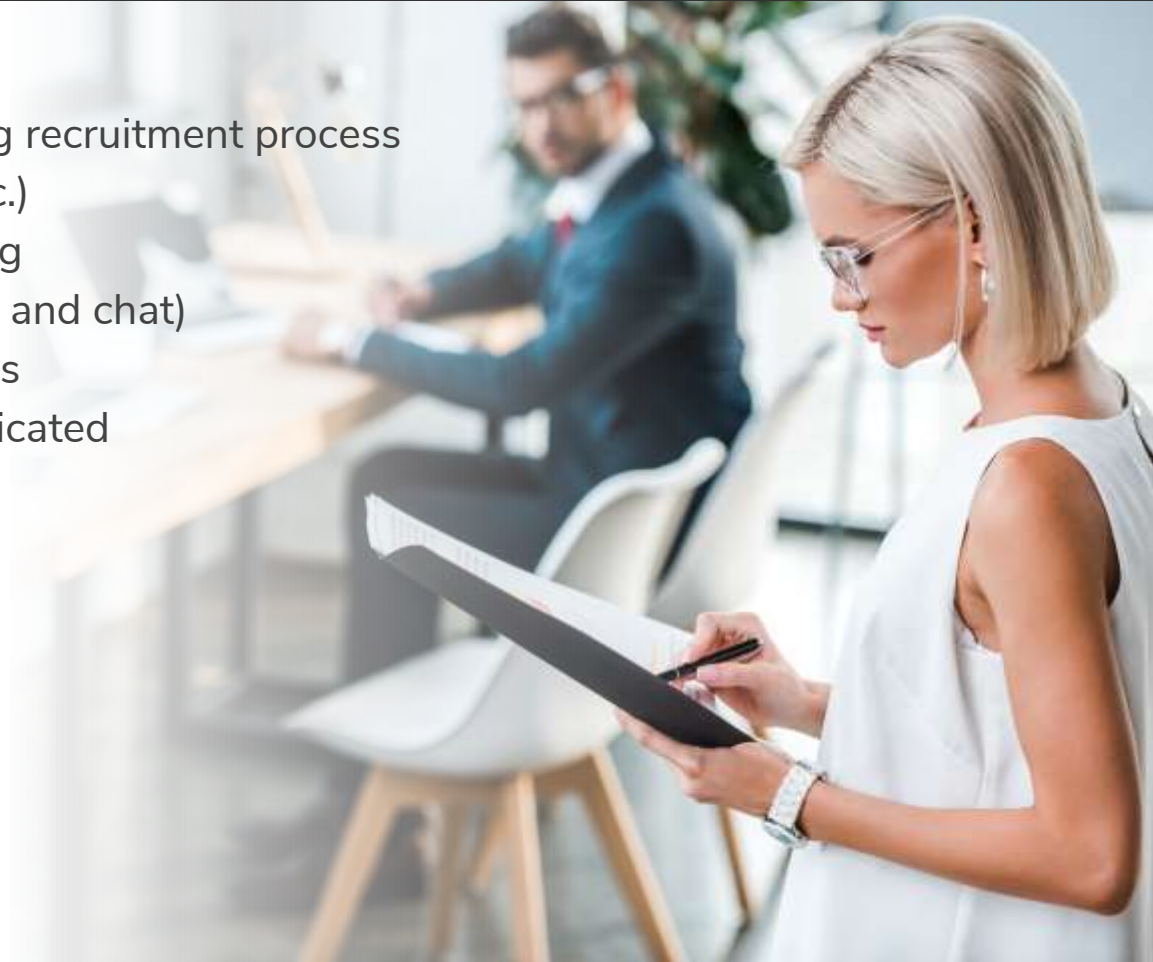
- Confirmation of delivery e.g.:
 - Accordance
 - Quality
 - Temperature
- Handling processes of:
 - Complaints
 - Returns
 - Damages and losses
- Reporting to suppliers
- Stocktaking



- Instant implementation of the basic elements of gamification
 - Points for task execution
 - Levels and progress feedback
 - Challenges
 - Leaderboards
 - Access to prize catalogues
- Cash transfers (Bank, PayPal)
- Tax and social security settlements



- Engagement of candidates during recruitment process
- Onboarding (forms, directions etc.)
- E-learning & in-task micro training
- Unified communication (via tasks and chat)
- Employee innovation programmes
- Employer branding (modern, dedicated and branded application)



Real life example #1: Promotions & merchandising



Business need:

Ensuring the visibility and accessibility of products from the promo leaflets in the proper areas of the store. Verification of promotional prices compliance. Documentation of marketing services for the needs of the tax office and suppliers.

Challenge:

A huge number of promoted products at the same time. Different dates of promotions (e.g. several leaflets, one-day). Many ways of implementation (e.g. shelf endings, promo zones, food tastings, posters, promo price tags) depending on the store layout.

Solution:

TakeTask mobile app enables convenient access to promo guidelines (e.g. lists of products, start/end dates) and easy confirmation of their execution by taking a photo. The managers can see the photos in real time and provide feedback. The head office has access to detailed photos and data confirming implementation of different promotions.



Real life example #2: Planograms execution

Business need:

Placement of goods in accordance with the planogram and on-going reporting to head office to ensure consistency with the category management guidelines. Providing an identical layout on the shelves allows customers to find products faster and promotes sales of higher margin products. Maintaining maximum on-shelf availability of products to prevent potential loss of sales.

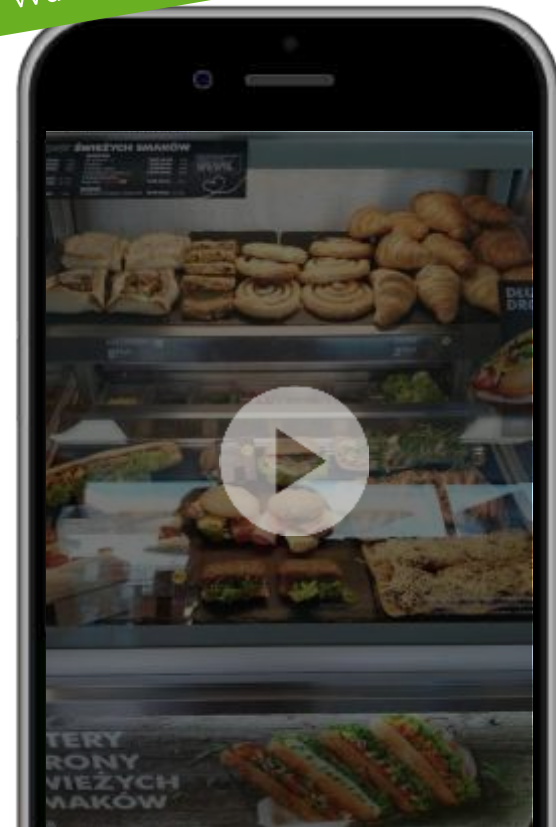
Challenge:

Real-time control of how the products are physically arranged on the shelf and control that there are no out-of-stock cases.

Solution:

The TakeTask mobile application displays an adequate task on a regular basis. An employee takes a photo of the shelf. Pictures are automatically displayed in the regional managers' or category managers' application. They either accept it or reject and return with tips on how to improve the layout.

Watch video



Real life example #3: Cleanliness & tidiness

Business need:

Maintaining cleanliness in individual areas of the store e.g. fruit and vegetables, food-to-go section, bakery, entrance and parking.

Challenge:

Too much paperwork. Filling out long checklists irregularly, mostly at the end of the shift. Reporting false or unreliable data. A lack of sufficient control of the cleanliness level.

Solution:

TakeTask mobile application reminds field employees to report on tasks execution by taking photos, videos and filling out forms.

Managers have real-time and digitized confirmation regarding maintaining cleanliness standards.



Real life example #4: Optimised grill

Business need:

The number of sausages on the grill compared to the traffic influences the sales. Too few sausages on the grill causes periodical lack of product and missed purchase opportunities. Too many of them leads to food wastage or even worse, a bad quality hotdog sold to customers.

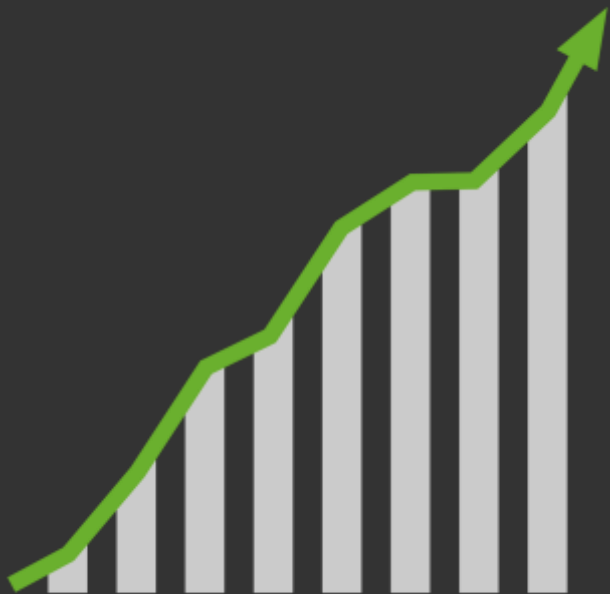
Challenge:

Based on historical footfall and sales data it is possible to predict the minimum and maximum demand. The challenge is to maintain the proper number of stock for each store at each hour and on each day.

Solution:

The TakeTask mobile application on regular basis and in critical moments assigns an adequate task. An employee takes a photo of the grill, machine learning algorithms check it with the planogram and give the feedback directly to the store employee in just a few seconds.





- **Comprehensiveness** – all-in-one application tailored to many needs
- **Consistency** of operational and **visual standards** in all stores
- Increased **work efficiency** thanks to process optimisation
- **Effective distribution of tasks**, faster and consistent communication
- **Permanent monitoring** of store level execution and efficiency of operations
- Higher quality of **customer service**

TakeTask competitive advantages



Fast task preparation and distribution

Quality control & fast reporting

Safe environment

Customisation

Modern user experience



- Drag & drop task editor (25 action blocks)
- Google Maps integration
- Locations, equipment and user management tools
 - Categories
 - Tagging
 - Groups
 - External integrations
- Personalised, dynamic content for location and users
- Timing management (one-time, recurring, triggered task)



- GPS location
- Timestamps
- Pictures, videos, sound recordings
- Integrated image recognition
- Signature capture
- Built-in OCR

ABBYY®

- EAN and QR code scanner

Integration with Scandit

SCANDIT



- Microsoft technologies (.Net, Xamarin)
- Dedicated Azure cloud instance
- GDPR ready
- Online and offline mode on mobile application



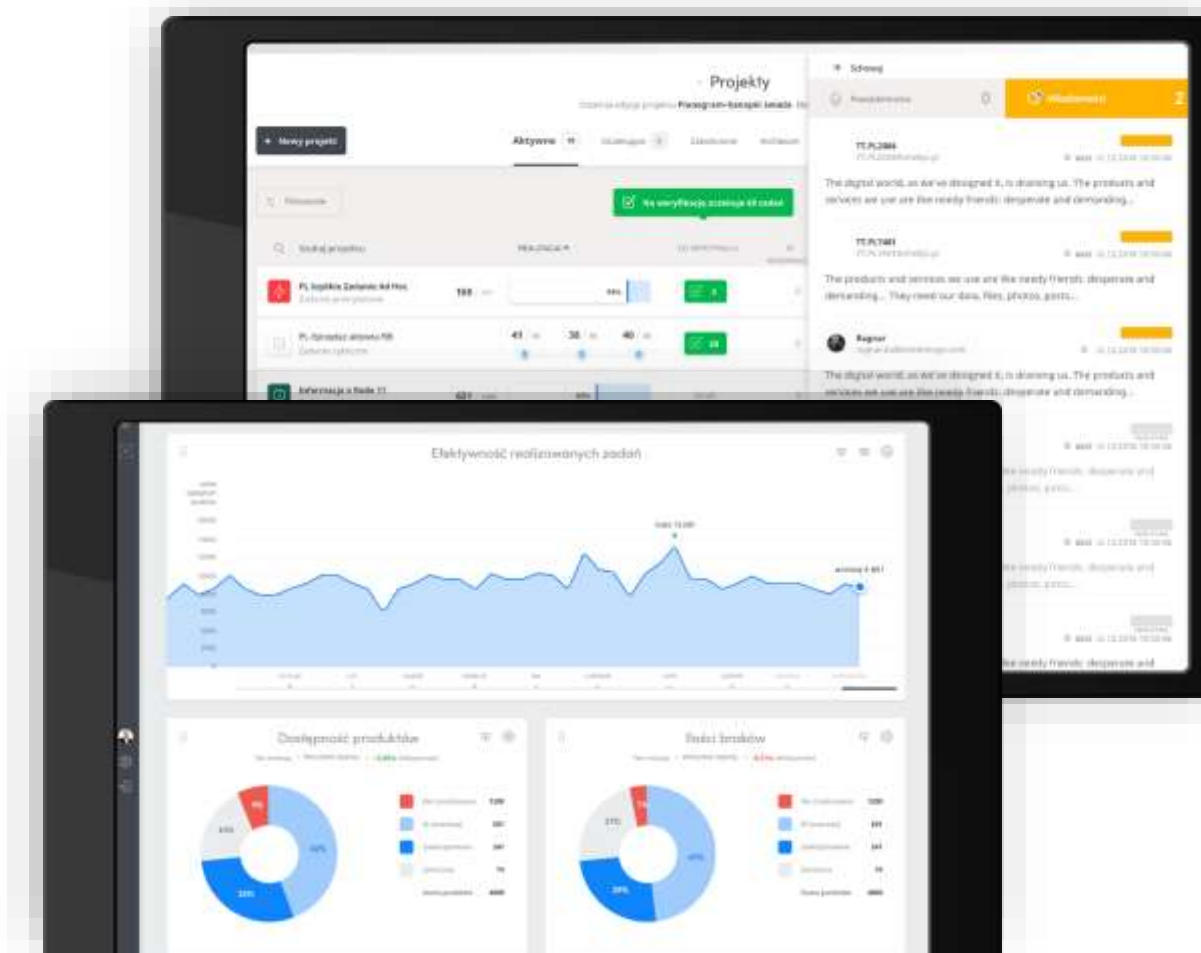
- Integration with systems and databases (e.g. via API)
 - Client's
 - Third party
- IoT ready
- White label – customer's branding
- Multi-language



Modern user experience



- Intuitive interfaces
- Clear dashboards
- Mobile and online App
- Multi-channel user notifications (Push notifications, SMS, e-mail)



We are trusted by

The logo for ROSSMANN, featuring the word 'ROSSMANN' in a red, serif font with a small circular icon containing a stylized 'R' to the left.

Ministerstwo
Cyfryzacji

The logo for CCC SHOES & BAGS, featuring the letters 'CCC' in a large, bold, orange font, with 'SHOES & BAGS' in a smaller, black, sans-serif font below.The logo for Auchan, featuring a red stylized 'A' with a green bird-like shape integrated into it, followed by the word 'Auchan' in a red, sans-serif font.The logo for PMT, featuring the letters 'PMT' in a large, bold, green, sans-serif font.The logo for Shell, featuring the word 'Shell' in a large, bold, yellow, sans-serif font.

SCHIEVER
Polska Sp.z o.o.



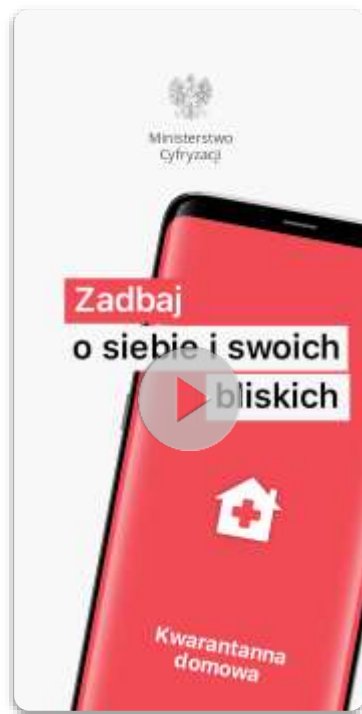
Valued partner

TakeTask is a technology company with an experienced team, which provides enterprise software that responds to the market need to manage distributed teams, enabling the management, allocation, execution, reporting, verification of tasks consisting of one or more steps on a large scale in multiple locations simultaneously.

Examples of tasks: checking cleanliness, verifying food temperature, product exposure or reporting hardware failures.

When such a need arose, we did not wait, we prepared in record time, the "Home Quarantine" application.

"Fast and efficient implementation of this system is a response to a real social need, built on the experience of the TakeTask team in building scalable safe solutions for large business."



We enable the testing of our application on your own processes:

- Dedicated Project Manager assistance
- Exemplary processes provided by the client
- Preparation of the first version of digitised tasks
- Fine-tuning of processes
- Possibility of testing the application with clients' employees
- Identifying quick-win areas of implementation



Operational excellence through digitalisation



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