MAKING PRODUCTS TALK THROUGH SMART LABELS

The relationship between brands and their consumers has always been sensitive to variables that go beyond the proposition of value versus price. With digital, all brands regardless of their longevity and reputation, face a precarious situation due to a broadening set of variables among consumers. For instance, consumers today expect information on their fingertips. Their perception about a brand, too, is increasingly fragile. In these circumstances, when an initiative like SmartLabel™ comes along, brands can either choose to wait for it to become a mandate or take a stance to proactively volunteer and embrace full disclosure of their products and ingredients thereof.

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According to a recent study conducted by Greyhound Research, a leading global analyst firm, **84% leaders** placed trust and transparency as an essential element for the way consumers perceive their brand. This lags two other variables, product quality and value for money. However, the increasing importance of other subjective variables – social and moral – has become critical in today's digital world. Brands recognize this well.

A HERCULEAN TASK

An Infosys client, a major consumer packaged goods (CPG) conglomerate, decided to commit to the **SmartLabel™ program**. This meant having to undertake the herculean task of identifying, storing, and digitizing product information for thousands of stock keeping units (SKUs) sold across the world. This program was expected to not only help with compliance but also establish trust and transparency with consumers. Participation in the SmartLabel™ program and compliance with its guidelines would enable their consumers to gain access to information about products on retail shelves with a simple scan of a barcode or an online search.

The challenge, however, lay in the effort and time required to digitally re-record thousands of SKUs and translate them into the SmartLabel™ platform's format, a process that would require significant person-hours and be prone to human error.

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INTELLIGENT AUTOMATION

The Infosys team proposed intelligent automation to execute this with excellence. What did intelligent automation involve? The Infosys team leveraged a platform with Optical Character Recognition (OCR) capabilities to read product labels and create accurate digital records. Additionally, the team applied Machine Learning (ML) to categorize data as per the SmartLabel™ specifications. Importantly, the workflow automation allowed room for human intervention in case of exceptions and errors. ML algorithms were programmed to simultaneously (and continuously) learn from process re-runs to make the workflow progressively error-free and streamlined.

When dealing with a conglomerate of multi-geography, multi-brand scale, the solution needs to be ready for a variety of complex scenarios. This requires deep expertise in the application of advanced technologies. The Infosys team trained ML algorithms to source data from multi-directional images of labels in case of poor image quality to ensure data quality without compromising the efficiency of the process. A highly scalable data lake was used to store this data.

Upon execution of intelligent automation the client not only reported compliance certification but also had a robust system to ensure ongoing compliance. Additionally, they made an impressive **75% reduction** in the employee effort required to manage the process and a further **75% cost savings** in their ongoing operations.

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MAKING PRODUCTS TALK THROUGH SMART LABELS: THE FIVE TAKEAWAYS

1 **Leverage** automation for digital initiatives. Advanced OCR capabilities supported by deep expertise in imaging technologies go a long way in ensuring accuracy and speed.

2 **Apply** ML algorithms to deal with unstructured data sets and learn from process re-runs.

3 **Implement** flexible workflows that can smartly allocate tasks and help tackle exceptional scenarios by facilitating intervention of subject matter experts.

4 **Train** ML algorithms to handle unforeseen, albeit recurring situations, for long-term efficiency and consistency.

5 **Involve** experts who can assist in picking the right combination of technologies to enable you to accomplish goals with efficiency and speed.

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BIG LEARNING:

Brands can benefit from bringing together various contiguous technology areas that make intelligent automation possible when it comes to deepening the relationship with consumers. This helps save time and energy taken to deal with unforeseeable variables in critical and time-bound initiatives. Speedy execution helped achieve compliance with SmartLabel™ in time to stay a step ahead of the agenda to establish trust and transparency with consumers.

WE DID THIS FOR THEM. WE CAN DO IT FOR YOU.

Find out more about how new compliance mandates can be met faster by reaching out to us at askus@infosys.com

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