



# MAINTAIN FOOD QUALITY & FRESHNESS WITH CORE TEMPERATURE INTELLIGENCE

## IMPROVE CUSTOMER EXPERIENCE FOR BRAND LOYALTY

Besides the convenience of visiting their neighbourhood grocery stores, consumer are driven by positive experiences of food quality, both at the store and at home. This impacts grocery store chain brand loyalty and affects purchasing behaviour.

Food quality on the shelves matters to food retailer, but what happens when food is taken and prepared at home? How long will the food stay fresh? Will the consumer continue to buy at that particular food retail store, or will they switch to a competitor all together?

Food retailers can gain insights into consumer experience and loyalty, by ensuring food stays fresher for longer.

This is made possible with cooling for optimal freshness with Axino Core Temperature Intelligence (CTI) for precision within 1° Kelvin.

Digitalisation of store processes for food quality assurance means store managers think in terms of brand loyalty and customer experience. This translates into providing consumers with consistency in food quality and freshness. If supermarkets are successful in achieving this, they will attract more customers, build stronger customer loyalty, and drive-up its profits.

## Core Temperature Intelligence Highlights

- Customers purchasing decisions are based on in-store quality perception
- Retailers can ensure that food stays fresher for longer with Core Temperature Intelligence
- If food does not appear fresh, sales of other foods are impacted
- Drive up profits with improved customer experience

## Core Temperature Intelligence Features

- Suitable for all food groups
- Plug-and-play, retrofit any refrigeration cabinet
- Minimal roll-out costs and fast ROI
- Fully auditable data for food safety inspections

*"Ensure food quality and freshness, and benefit from increased sales, customer satisfaction and loyalty, with Automated Core Temperature Intelligence."*





Don't let this happen to you! Ensuring food quality and freshness is key to improving customer experience, loyalty, and prevents necessary food waste. Rest assured that food quality is maintained with Core Temperature Intelligence data calibrated for all food groups.

*The only solution with patented  
Core Temperature Intelligence*



#### **Reduce Waste**

Protect inventory if equipment fails with 24/7 monitoring & real-time alarming



#### **Eliminate workload for quality checks**

Free your team to serve customers while sensors do the QA work



#### **Stop quality loss**

Ensure the highest quality with Core Temperature Intelligence (CTI)



#### **Save energy & maintenance costs**

Increase efficiency by gaining full visibility into equipment performance

## **ABOUT AXINO**

Axino combines IoT sensor technology with patented AI algorithms to ensure freshness while reducing energy consumption. By digitizing and automating quality management process, we take the guess work out of food safety (HACCP) compliance. Learn more at [www.axino.ai](http://www.axino.ai)

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