

Neto: Sustained Operational Discipline at Scale



#StoreAction

#ShelfManager

#Automation



About Neto

Tiendas Neto is a 100% Mexican company with over 12 years of experience in the retail market. Since opening its first store in 2009, it has grown into one of the country's most significant chains, with a presence in 20 states.

Today, the company operates more than 1,700 stores and employs 11,000 people, establishing itself as a benchmark in the Mexican retail sector.

The Challenge and Objectives

For Neto, **operational discipline** is the core of its success: executing the right task, at the right time, by the right person. With over 1,700 locations nationwide, the challenge was to ensure execution excellence across every store, given that each faces different operational realities.

While the company had a solid methodology for identifying improvement opportunities in each store, manual management created three critical obstacles: limited visibility into execution, slow, non-scalable data consolidation, and an inability to measure the real impact of implemented improvements.

The goal was to digitize the methodology and automate corrective tasks based on each store's specific results, allowing the process to function at the required scale without overwhelming the team.

The Objectives



Digitize the methodology



Trigger corrective tasks based on each store's results



Guarantee execution with full traceability

"The project was challenging and ambitious: improving the specific opportunities within each of the +1,700 stores. This required extensive coordination, communication, and consultative attention. As a team, we are incredibly proud of the results achieved, and we are excited to continue building alongside the Neto team and our ecosystem of solutions."

Ian Marjanovic, Customer Success Manager Frogmi.

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The Solution

To transform its manual continuous improvement process into an automated and scalable model, Neto implemented Frogmi.

The solution digitized the ranking model that Neto already used. Under this scheme, each store is periodically evaluated and receives a specific questionnaire based on its level, ensuring a focus on the priority areas for improvement at each location.

During the visit, the supervisor completes the evaluation directly in the App. Based on the responses, the system instantly generates and assigns corrective tasks to the store manager or the corresponding support areas, eliminating the need for manual follow-ups.

The cycle closes when the supervisor validates the correct implementation of assigned tasks, ensuring compliance at the retail location.

In parallel, this digitization provides full visibility at the management level to monitor visit coverage, task status, and the evolution of key indicators in real-time.

What sets this model apart is the personalized attention given to each retail location, acknowledging that every store faces its own operational realities. This results in continuous improvement tailored to each site's specific needs.

"Managing 1,700 stores manually had its limits. Automation didn't just eliminate manual labor; it gave us something more valuable: the ability to personalize continuous improvement at scale. Every store receives specific attention in an agile and structured way."

Alejandra Moreno, Process Improvement Manager Neto.

The Results

Following its implementation, Neto has achieved significant results, demonstrating the value of digitizing and systematizing its methodology.

Compliance with its execution went from 60% to 90%, reinstating the methodology into the company's operational DNA. Today, Neto has full visibility into each store's ranking, the actions being executed, and the number of tasks closed on time.

This traceability has created a robust structure for continuous improvement where each location systematically advances toward operational discipline, scaling levels as it resolves its areas of opportunity.

Main Results

Improvement in compliance

50%

Stores that improved their ranking

+860

Looking toward the future, Neto contemplates incorporating Frogmi's AI image analysis, enabling automated validations that free up team capacity for higher-value strategic activities.