

Use Case

Customer counting and zone information: staff levels and layout optimization

Retailers can use customer counting and zone information to improve resource allocation

Challenge

Determining when staff should be customer-facing or engaged in other tasks is essential for cost-conscious retailers, more of which are looking for solutions that provide real-time and historical KPIs about the:

- Most and least busy periods for in-store traffic, passersby and sales
- Relationship between conversion rates and potential in-store customers
- Optimal store layout for promoting sales and limiting resource overload

Solution

Digitizing brick-and-mortar stores to generate KPIs traffic levels, demographics, queueing structures and dwell time takes the costly guesswork out of best utilizing limited staff and space resources. Market solutions can help retailers:

- Identify customers, their gender and whether they are within a group
- Count customer entry and exit with 99% accuracy, excluding those just “peeking”
- Make changes to store and window displays based on passersby conversion data
- Adjust staff level and positioning to optimize peak-and-valley shopping trends



Benefits

Understanding store activity based on measured KPIs is a tried and tested people counting solution that:

- Limits the guesswork associated with the timing of changes in customer traffic
- Increases efficiency by adapting opening hours and staff utilization to store trends
- Improve store layout based on success rate