Retail Sensing

People Counting System

Maximizing the business potential of every customer entering the store!

The Need

Many retailers collect data on what is happening in their stores but do not know how to use that data to maximize the volume of sales through it.
A customer's entry which did not end with a sale is a loss of the tremendous budgets which were invested in marketing activities, store design, rent, salaries, etc.

An entry which did not end with a transaction is a LOST ENTRY.

What can be done in order to facilitate the business potential of each entry?
How to make an efficient use of the huge amount of data and vast know-how?
How to use technology to maximize the business value of each entry?

SMART RETAIL SENSING

The result

- raising conversion ratio
- raising the average transaction value
- raising the average number of items per transaction

and preservation of these components over time.

The Method

The 5 stages Model

A unique development that combines technology and expertise in retail management

1. Data collection
2. Observation, processing and analysis
3. Adjusting a customized tool box
4. Implementation and achieving KPI's
5. Monitoring and maintaining the new standard

The Results

A significant Increase in the 3 key parameters:

- % Conversion Ratio
- $ Average Transaction Value
- # Number of Items Per Transaction

In which 'retail components' does the model focus on?

The 5 stages model focus on three components:

- Store Orientation and product range
- The sales process
- Service

Time Table

- 1-2 weeks: DATA collection
- 2-4 weeks: Observations, processing and analysis
- 2-4 weeks: Adjusting a customized toolbox
- 4-6 weeks: Implementation and achieving KPIs
- periodical: Monitoring and maintaining the new standard

Immediate impact

Short term

- A significant increase in the three main parameters: Conversion Ratio, the Average Transaction Value, Number of Items per Transaction
- Setting new achievable standards
- Dramatic amplification in staff awareness and service parameters

Long term

- Constant improvement in the main parameters
- Preparations according to predetermined patterns
- Marking 'bleeding profits' shops due to poor preparation
- Constant monitoring (policing) on maintaining the level of the three main parameters