

# RETAIL FOOT TRAFFIC & SALES OPTIMISATION SYSTEM USED IN 1,700+ LOCATIONS GLOBALLY

RETAILERS USING KEPLER INCREASE SALES, IMPROVE CUSTOMER SATISFACTION AND DECREASE OPERATING COST **ACROSS 87% OF THEIR STORE NETWORK WITHIN A YEAR**

Effective store performance management begins with accurately measuring customer behaviour.

The Kepler Customer Behaviour Sensor (CBS) is a compact & wireless phone detection device invented, designed & built in Australia by our engineers.

The CBS works as a people counter & provides Business Intelligence grade data via a real-time web dashboard on the



#### INSIDE SHOPPERS

Count the number of shoppers visiting your store in real-time.



#### SALES CONVERSION

Measure sales conversion rates down to individual staff level



#### OUTSIDE OPPORTUNITY

Count how many shoppers pass your store in real-time.



#### SHOPFRONT CONVERSION

Measure & influence the percentage of outside opportunity who walk into your store.



#### FITTING ROOM CONVERSION

Measure the percentage of customers to visit the fitting room.



#### CUSTOMERS BY ZONE

Count the number of customers at different zones in your store.



#### RETURN VISITS

Detect the percentage of customers who come back & how often.



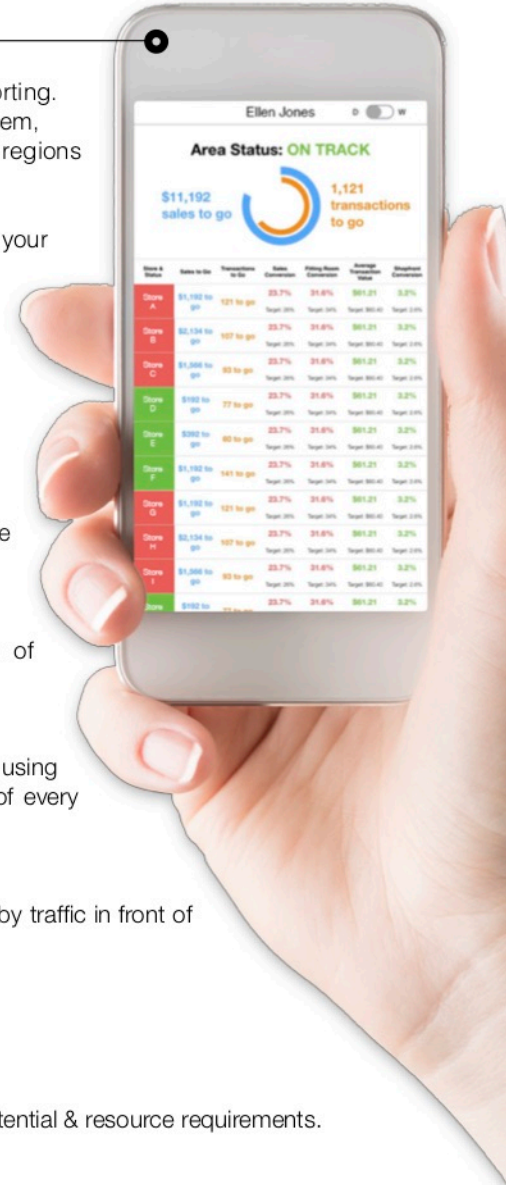
#### DWELL TIME

Measure how long customers spend in your store on average.

### OPERATIONAL REPORTING IN REAL TIME

Equip your entire operations team from Head Office to store level with near real-time reporting. Combine conversions with all key operational measures and targets (i.e. POS, roster system, customer loyalty program, NPS) to identify operational areas of improvement for different regions and stores.

Easily create custom store groups and get reports based on the retail calendar format of your business. Control access to data and features based on operational hierarchy. Integrate your marketing calendar directly into your reports to measure the impact of different campaigns.



### INSIGHTS TO INCREASE STORE PERFORMANCE

WORKFORCE

#### ACHIEVE PERFECT SERVICE LEVELS

Our roster optimisation system matches service levels with customer foot traffic to maximise sales conversion.

#### INCREASE STORE TEAM PRODUCTIVITY

We have a globally unique system that measures the sales conversion performance of individual sales team members. This transforms performance management & coaching.

MERCHANDISE

#### THE PERFECT MERCHANDISE MIX, PLACEMENT & PRICE

Have the right mix of merchandise tailored to the customer preferences at individual stores using our customer heat maps. Our system can also optimise the in-store placement & price of every SKU/PLU.

MARKETING

#### ACHIEVE MARKETING PERFECTION

Identify marketing campaigns & promotions that drive the greatest lift in capturing passers-by traffic in front of every store and segment customers by returning vs new.

#### HAVE THE PERFECT WINDOW DISPLAYS

Identify window displays that result in maximum shopfront conversion rates.

OCCUPANCY

#### OPEN STORES AT IDEAL LOCATIONS

Independently measure & compare passers-by traffic at any potential site to model sales potential & resource requirements.

#### HAVE THE PERFECT STORE SIZE & LAYOUT

Measure how much space customers actually utilise in-store & identify dead zones that customers don't interact with.

### STRUCTURED ENGAGEMENT



Our team works with your entire business - from Head Office all the way to Store Manager level - to ensure that everyone is able to take the right action using the data.

We pride ourselves in delivering successful results to our clients through a comprehensive engagement model.

### GET IN TOUCH TODAY

WE'D LIKE TO UNDERSTAND YOUR BUSINESS

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