

Case Study

In-Store Insights for a Leading Grocery Retail chain in US

Enable real-time insights to in-store consumer behavior to improve consumer experience while optimizing store operations cost.

Problem Statement

- Lost sale opportunity as staff not available at counters at right time
- Abandoned carts and decreasing customer experience at check outs
- Overstocking & understocking perishable food items
- Understand traffic pattern to serve customer better

HCL Solution Approach

- Implement Radar based sensing solution that accurately measures the footfall traffic
- Analytical insight solution built leveraging Azure services to provide insights on traffic patterns
- Solution integrated with POS data and Footfall data to understand buying pattern for particular merchandise during particular duration of day/week, etc

Benefits:

Improved customer experience& retention; Optimized staff planning; Increased sales

IoT Components leveraged :

IoT Hub, Azure Storage, Azure Functions, VMs

