Instore customer experience insights at your fingertips

SerendibAI

SerendibAI is an artificial intelligence - powered vision analytics platform that generates actionable insights from available video streams. By integrating cutting edge machine learning with data science, our platform helps to convert real-world events into actionable insights. Through this platform, organizations are able to make data-driven decisions to optimize store environments to achieve business goals.

The platform components (machine learning and enterprise) are fully hosted in the Azure cloud service which can be integrated with any existing camera infrastructure.

SerendibAI enables physical store insight generation at a level of detail that is equivalent to a web analytics platform generating analytics to an e-commerce portal. This allows organizations to optimize physical stores using data rather than intuition and measure success levels of initiatives in a manner that was not possible previously. The level of granular insights on customer segments and customer behavior is unparalleled.

This platform is geared towards enabling smart physical stores in domains such as

Department Stores	Specialty Stores	Convenience Stores
Discount Stores	Super Stores	Supermarkets

It also can provide analytics in the queue management for domains such as

Airports

Ticket counters / terminals of travel hubs

Banks / Government offices

Amusement parks

Customer service centers

Our Offer

Traffic Counting

Real-time traffic detection of people walking into a store or building

Demographic Detection

Our specialized algorithms are able to detect demographic details and segment people into customer segments such as Millennials Gen X, Gen Z, etc..

Fixture Dwell Time

SerendibAI accurately measures customer time spent browsing at fixtures to give organization data on fixture engagement levels and measure the success of products on display

Fixture Interaction

SerendibAI identifies when customers stop and interact with products on fixtures

Impression Count

Our solution can accurately track gaze and identify impressions on a particular fixture which can be a retail fixture, display case

or any general product display platform

Line Monitoring

SerendibAI helps with tracking in-store lines and alerting staff members of particular changes to lines

SerendibAI continuously monitors all in-store lines and provides real-time alerts based on set variables such as line length etc

Using data to predict wait time in order to provide useful information to the customers in real-time

Line Prediction

The platform is able to predict how many checkout registers should be open at a given time frame to optimally cater to the checkout traffic
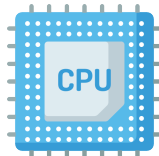
The system analyzes Traffic counts, Occupancy levels, and Customer dwell times to forecast and provide guidance on the expected

traffic in checkout areas

The system can be used to effectively manage register operations to minimize line creation events and reduce line wait times
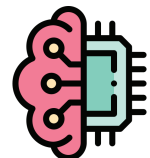
Why Our Solution

Flexible Scaling using either existing infrastructure or custom made devices	Efficient processing that will support, Edge processing, CPU processing as well as GPU processing	Deployment agnostic that supports on-premise, cloud or hybrid	Worldclass artificial intelligence at work with high accuracy to deal with complex scenarios