

A close-up photograph of a person's hands applying lipstick to their hand. The person has dark blue nail polish. The background is a blurred retail store with shelves of products and bright lighting.

Unlocking The Value Of Data In Physical Retail

A tier-1 fashion retailer in the US wanted to explore the avenues of understanding their in-store customer experience & behavior.

The company's sales model was dependent on its ability to convert store traffic into customers. The traffic counter that was previously implemented did not provide any granular details of the customer segments except for a basic count of entries. Adding to this the company had a negligible amount of data relating to customer behaviors and flow patterns within the store.

Each fixture carried a specific category of merchandise with attention given to promotional collateral. The success rate of the promotional collateral and the interest and interactions generated by the product fixtures within the store area, needed to be evaluated in order to optimize the use of material, layout arrangement and customer flow management.

The SerendibAI platform, with its unique ability to detect customer demographic segments and track customer behavior in real-world spaces, was the perfect fit for this requirement. The data generated from the platform helped the company to assess the performance of individual fixtures and optimize marketing strategies and strategic placement of fixtures.

Client Challenges

Solution

No visibility on customer segments who visit the stores

Demographic Detection capability

No visibility of customer behavior and flow patterns In-store

Customer journey tracking

Limited indications on success/fail metrics of fixtures and promotional collateral

Fixture impression and Interaction detection

Benefits to the Client

Through the insights generated the company was able to



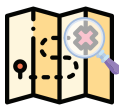
Target promotions and advertising budgets more effectively to the demographic segments that frequent the store



Focus attention on under-represented customer segments to help drive more traffic from those demographics



Understand customer traffic visit patterns to effectively utilize the sales team for customer service related tasks.



Gather data on the cold zones within the store which was not drawing adequate traffic and attention and reorganizing flow layouts to drive traffic toward these locations.



Insights on low interest generating and high interest generating fixtures and the ability to drill down and identify the underlying reasons helped drive collateral and placement strategies



Demographic Detection



Impression Counting



Interaction Counting



Fixture Dwell Time