



FastSensor

Measuring Customer Engagement For ROI

Restaurant

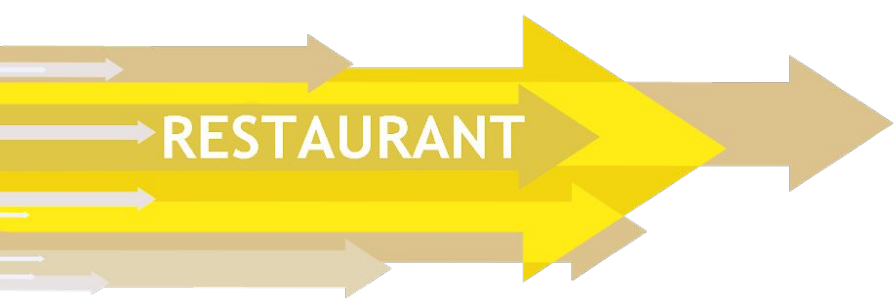


How to get a customer to buy another beer

In 2013, with a team of 65 hardware and software engineers our Founder, Daniel Bichara, developed the most accurate non-PII tracking system with greater than 90% passive penetration and up to one square meter accuracy.

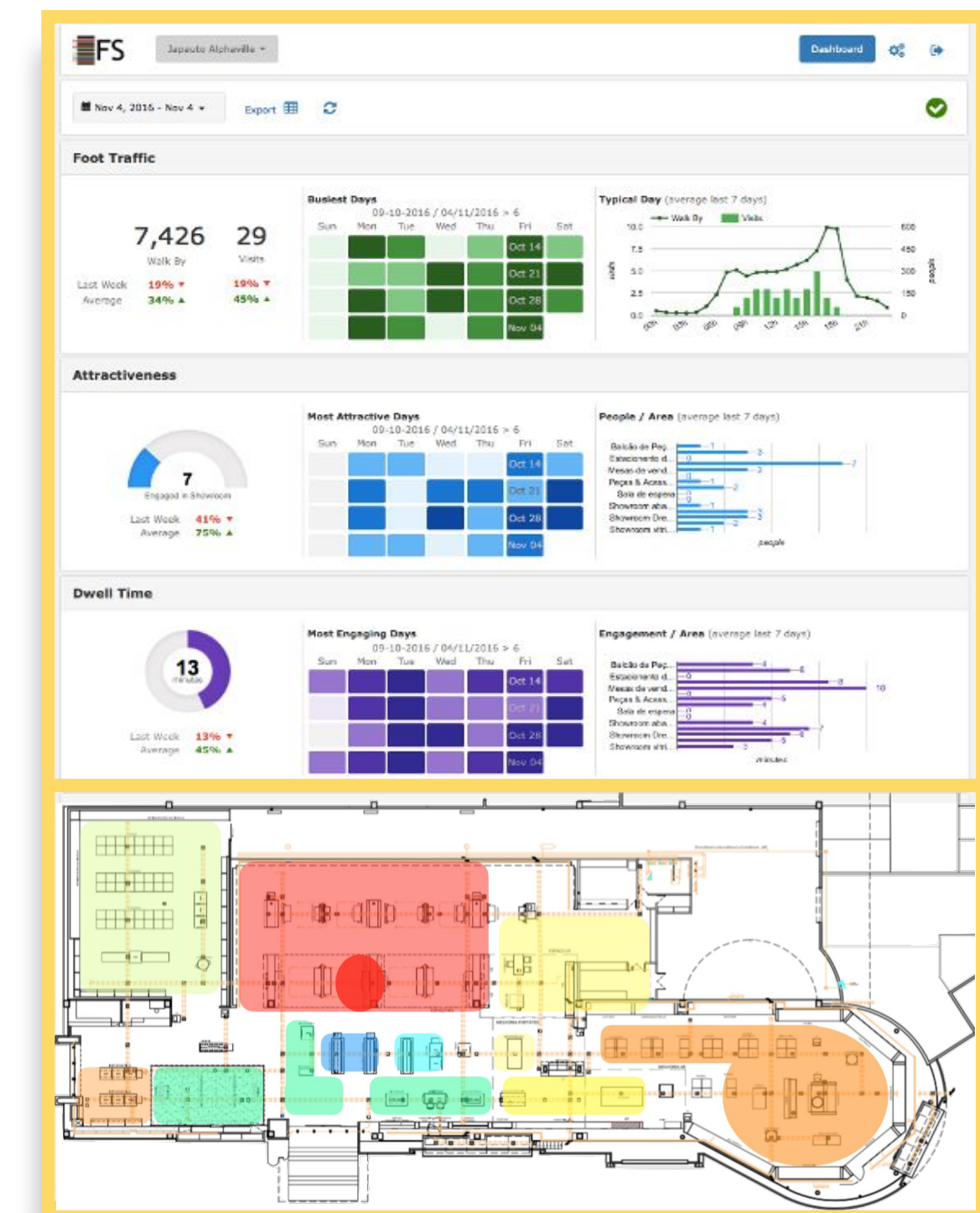
Coupled with AI / Machine Learning, the FastSensor platform studies human behavior to create actionable analytics and triggers that help increase sales.

The client? Ambev (Anheuser-Busch InBev)



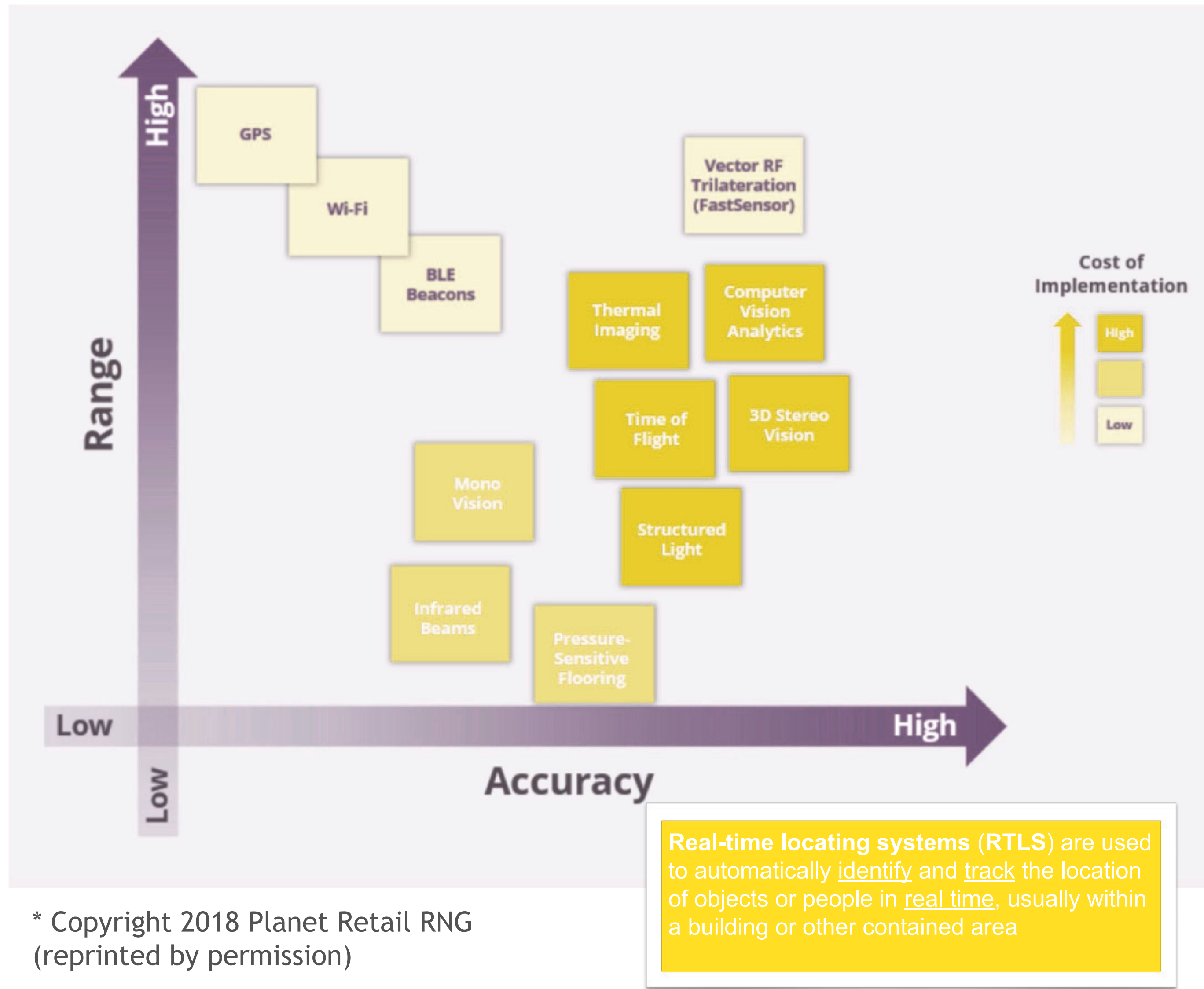
FastSensor Footfall Analytics

Advanced RTLS (like indoor GPS) powered by AI / Machine Learning



Advanced analytics dashboard for your brick-and-mortar stores.

Shopper Tracking Technologies

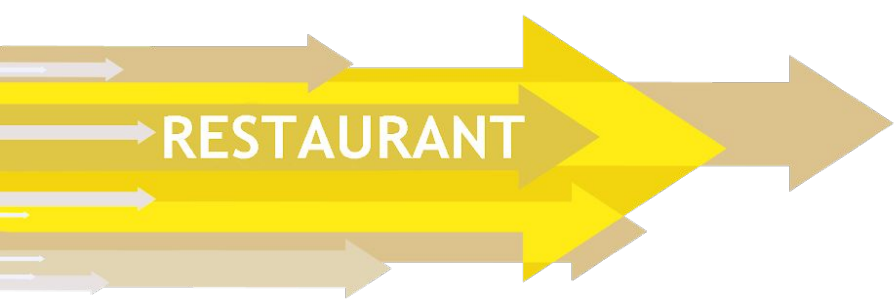


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Existing Tech Overview

There are a lot of claims in the market, but the technology in use falls into a few categories, all with specific weaknesses and more limited accuracy than FastSensor.

- **Beacons** - requires download, opt in and bluetooth on, sampling issues (~5%), high ongoing maintenance costs
- **Wifi** - “randomized” by manufacturers, sampling issues (20%-60%), duplicate counts, no loyalty without opt-in, low accuracy (3-5m radius circle)
- **ComputerVision / Facial Recognition** - can’t store face to track loyalty/uniques, duplicate counts, 5x+ our cost
- **Lidar** - no unique user or loyalty metrics, duplicate counts, high costs
- **FastSensor** - RTLS with accuracy @ 1 sq. meter, passive loyalty, 90%+ visitors tracked passively. **Best Range, Accuracy and Lowest Cost!**

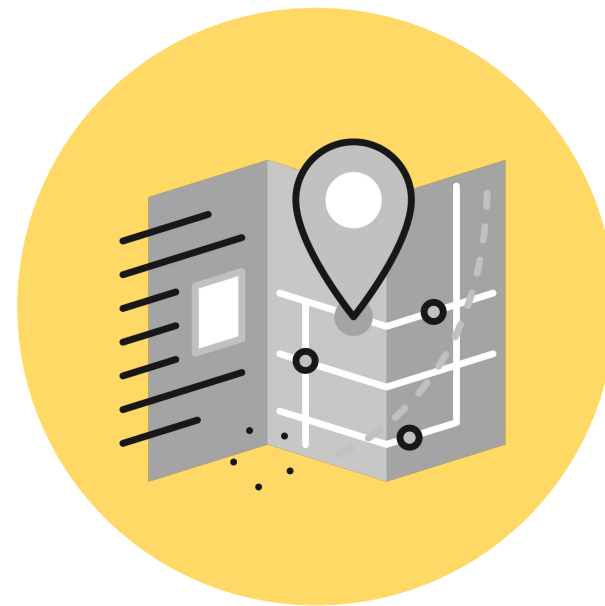


How **it** works



Step 01

Turnkey sensors on private network gather anonymous, non-PII signals emitted by mobile devices.



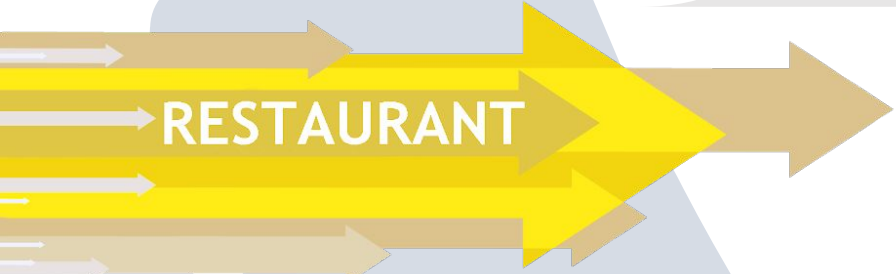
Step 02

FastSensor measures how customers flow in and through, where and how long they stay, and how often they return - all while maintaining privacy.



Step 03

The cloud platform accumulates data from all locations, providing a unified view across the chain in near real time.



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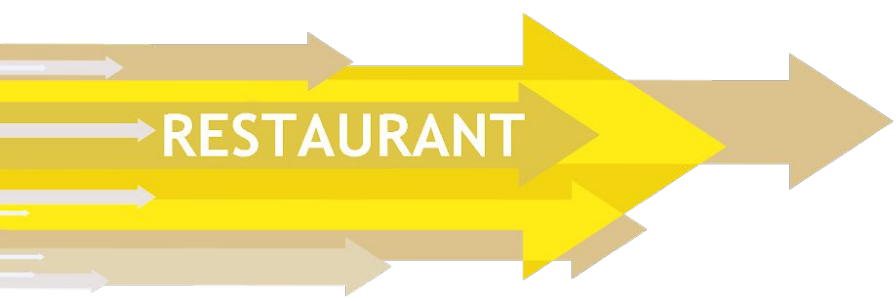
FastSensor

FootFall Analytics: Machine Learning IP

FastSensor's true differentiators are our proprietary, cloud-based algorithm which make sense of customer behaviors via the location data collected.

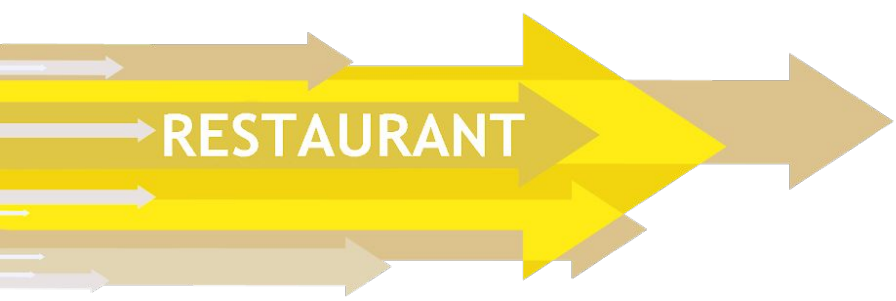
- Multi-signal reconciliation/deduplication
- Employee identification and data segregation
- Fixed asset identification and data segregation
- Location and behavioral triggers
- Behavioral analytics (customer vs people counting)

Machine learning /Deep Learning is the scientific study of algorithms and statistical models that computer systems use to effectively perform a specific task without using explicit instructions, relying on patterns and inference instead. It is seen as a subset of artificial intelligence. [Wikipedia](#)



Gain insights into **your** environment

- Use the dashboard to evaluate customer flow and find dead zones
- Understand the true customer journey
- Track loyalty - **PASSIVELY**
- Track employee engagement
- Use triggers to alert staff and improve the customer experience.



FastSensor restaurant insights

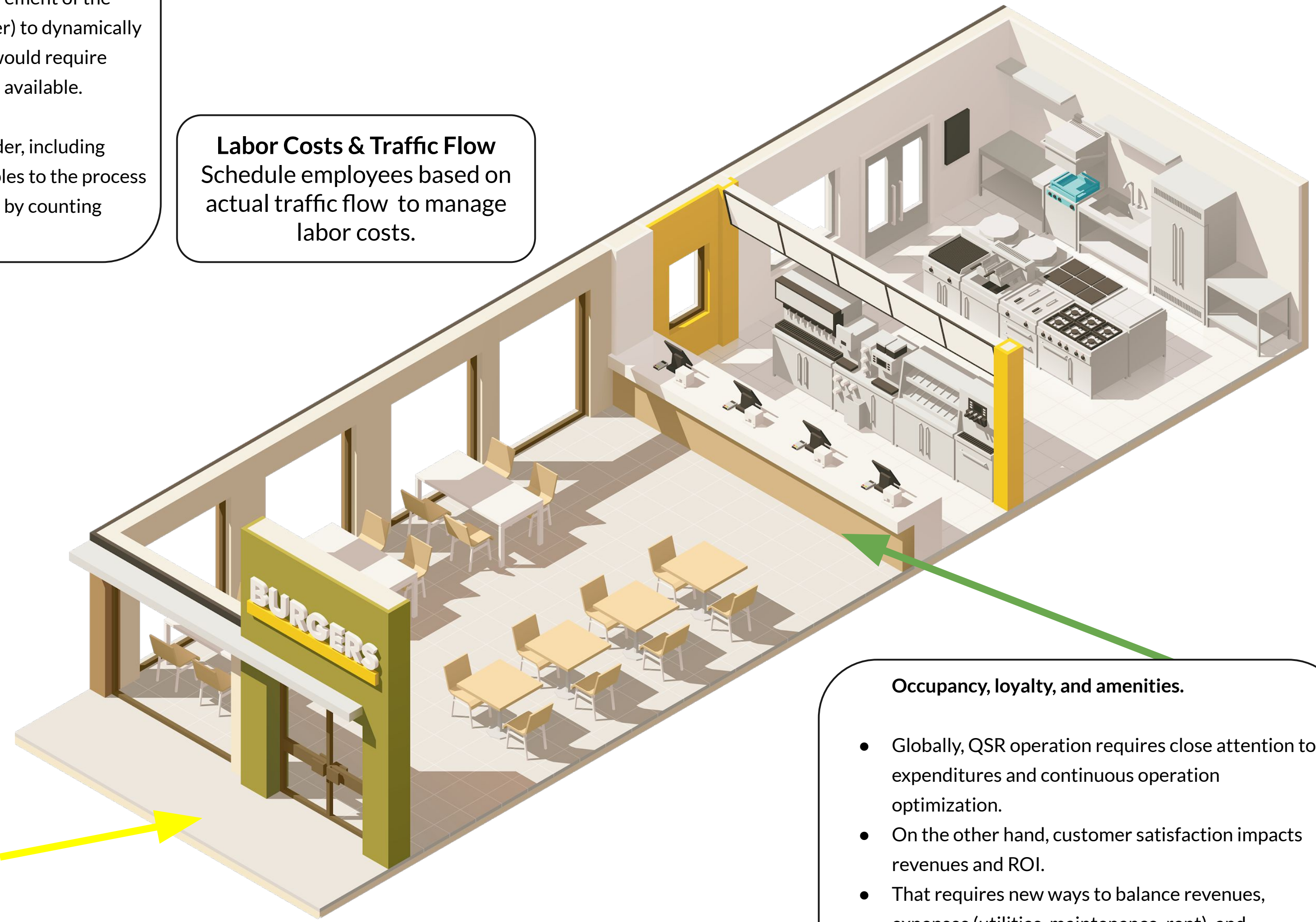
Occupancy, time-to-order, and total waiting time.

- Although, the continuous measurement of the waiting time in line (time-to-order) to dynamically allocate staff based on demand would require additional resources that are not available.
- Additionally, the new ways to order, including kiosks and apps, add more variables to the process that are not easy to measure just by counting people on the line.

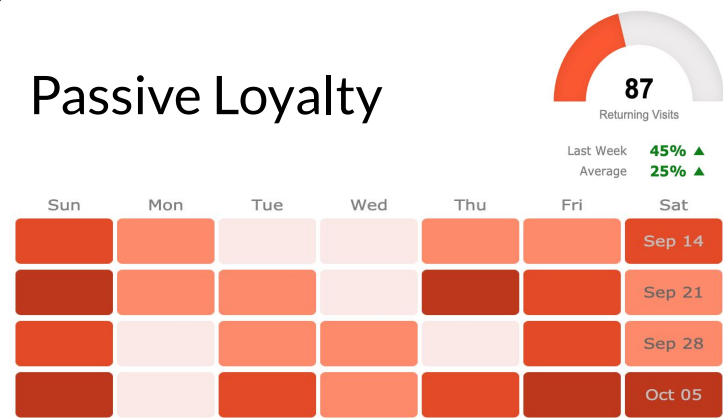
Labor Costs & Traffic Flow
Schedule employees based on actual traffic flow to manage labor costs.

Occupancy, total visit time, and loyalty.

- Convenience and price drive customers to QSRs.
- However, customers stay loyal to companies due to the experience they receive, and loyalty impacts business performance.
- Loyal customers better handle quality issues; they order quicker and help the time-to-order KPI, and are less susceptible to competitors' promotions and sales.

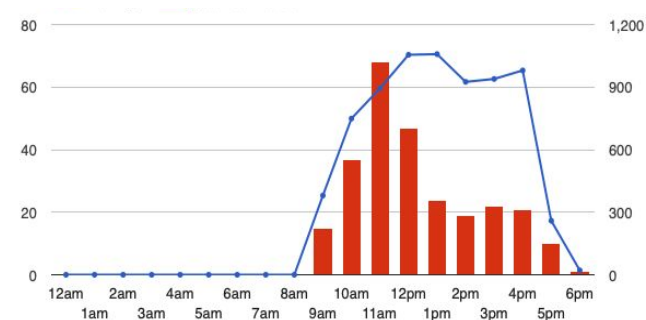


Passive Loyalty



Measure passive loyalty to learn about returning customers, how to drive retention and improve ROI.

Foot Traffic



How many passersby enter the restaurant?
Evaluate the effectiveness of window displays, marketing activities, and more.

Occupancy, loyalty, and amenities.

- Globally, QSR operation requires close attention to expenditures and continuous operation optimization.
- On the other hand, customer satisfaction impacts revenues and ROI.
- That requires new ways to balance revenues, expenses (utilities, maintenance, rent), and amenities (play area, game room, party room, parking lot, etc.)

For this restaurant, with 321 loyal customers and 348 customers per day, the Retention Rate is 43%.

The restaurateur discovered that for every two new customers, one will become a loyal customer.

Check in Queue Management



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Benefits



Attract Customers

Identify and engage with unique visitors across all locations, and collect data on frequency and attraction for individuals.



Increase Conversion

Explore your customers' behavior to adjust your quick lunch or dining menu, and offer a better experience.



Keep Shoppers Coming Back

Understand how staffing impacts the customer experience, and use FastSensor data to take interaction to the next level.



Increase Sales

Discover what's working and what's not, make data-backed improvements that will positively impact your sales.

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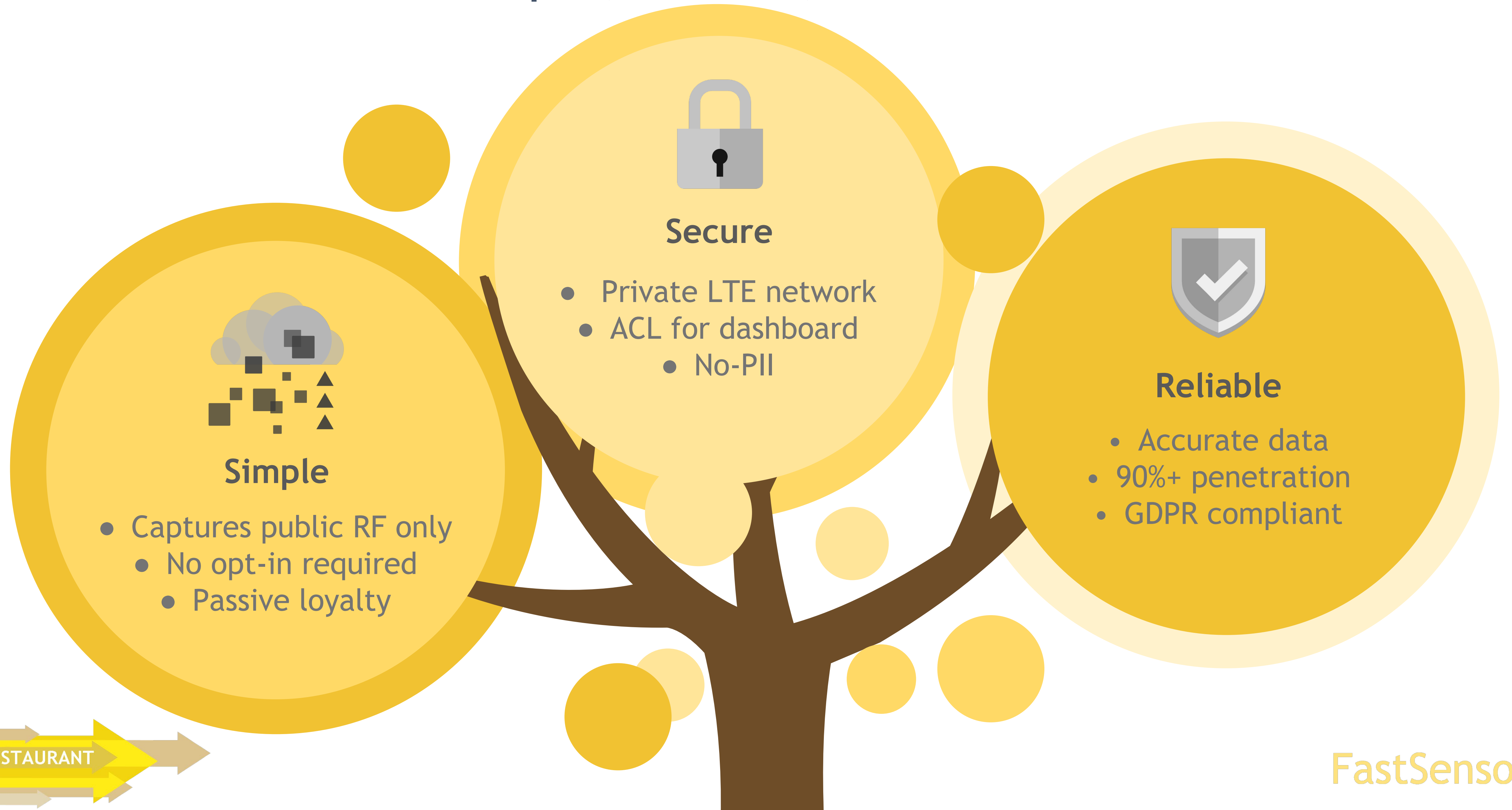
How many sensors

- In a typical restaurant, depending on the materials and shape of the location, 6 sensors can cover a 4-5,000 foot space.
- Sensors are placed in a rough V shape with line of sight 20-100 feet apart (70 typical) to track behavior associated with devices.
- FastSensor is more cost effective and powerful than other technologies.

In the sample space, 6 sensors cover the average 4,500 square foot location for about \$10,000 (first year contract) including cabling and installation with only \$3,600 recurring annually. That's \$300 per month for metrics with an ROI.

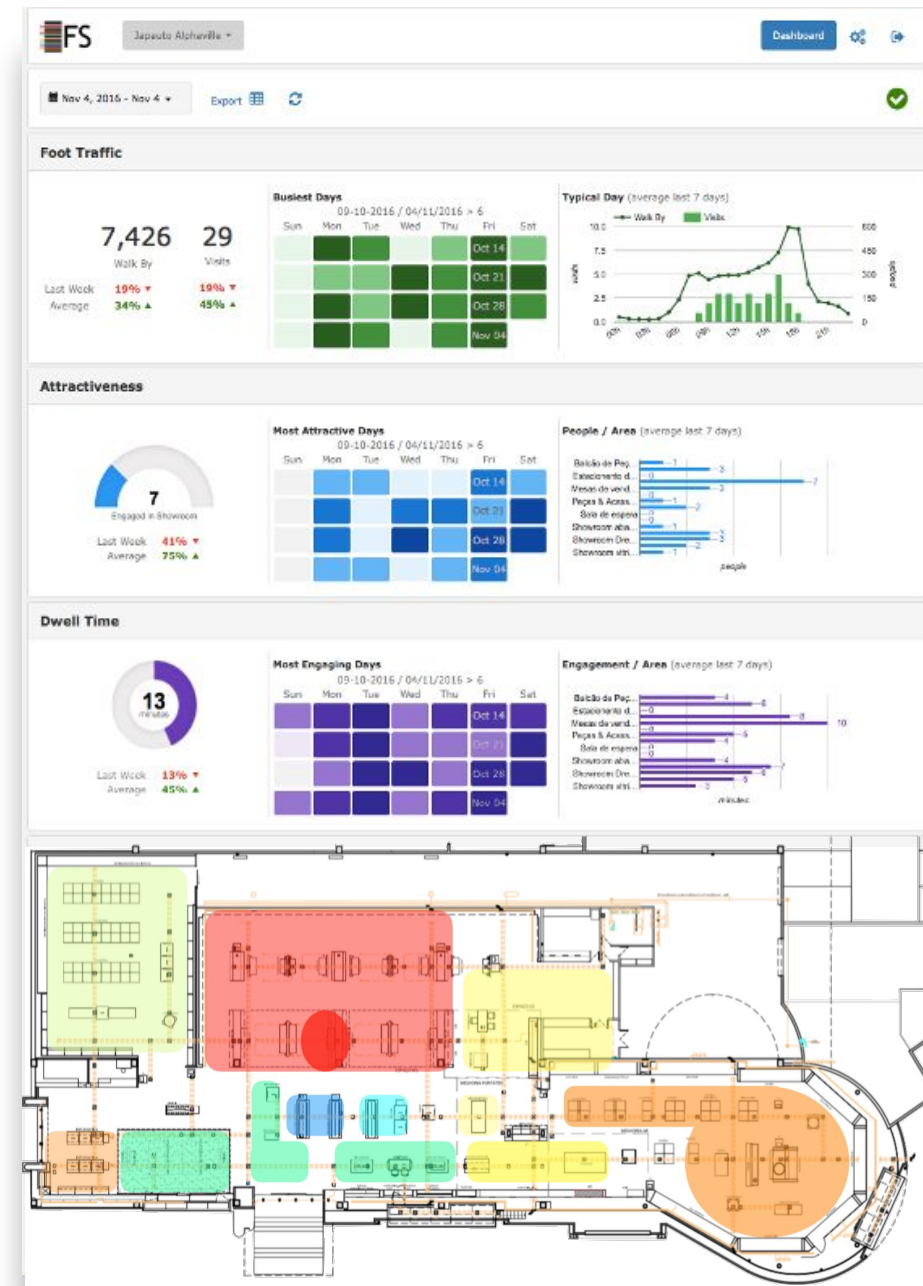


Simple, Secure, Reliable

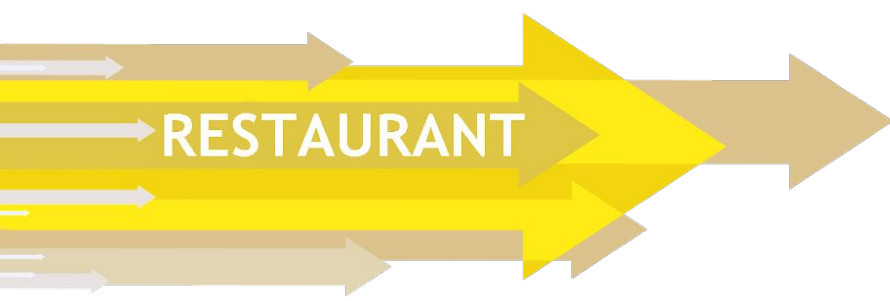
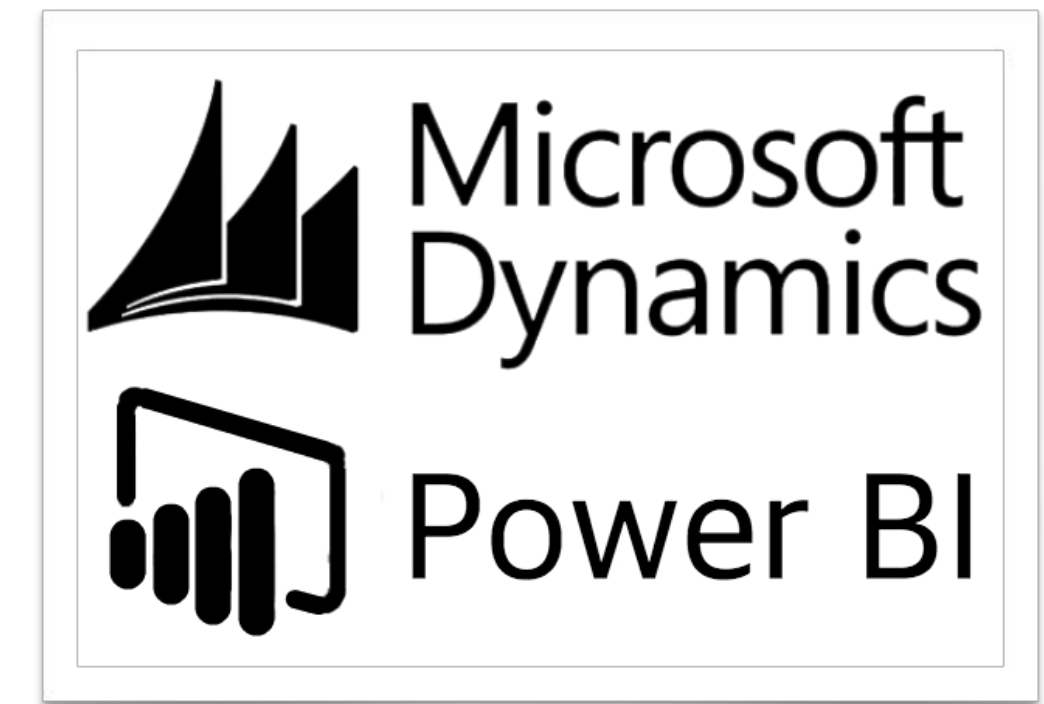
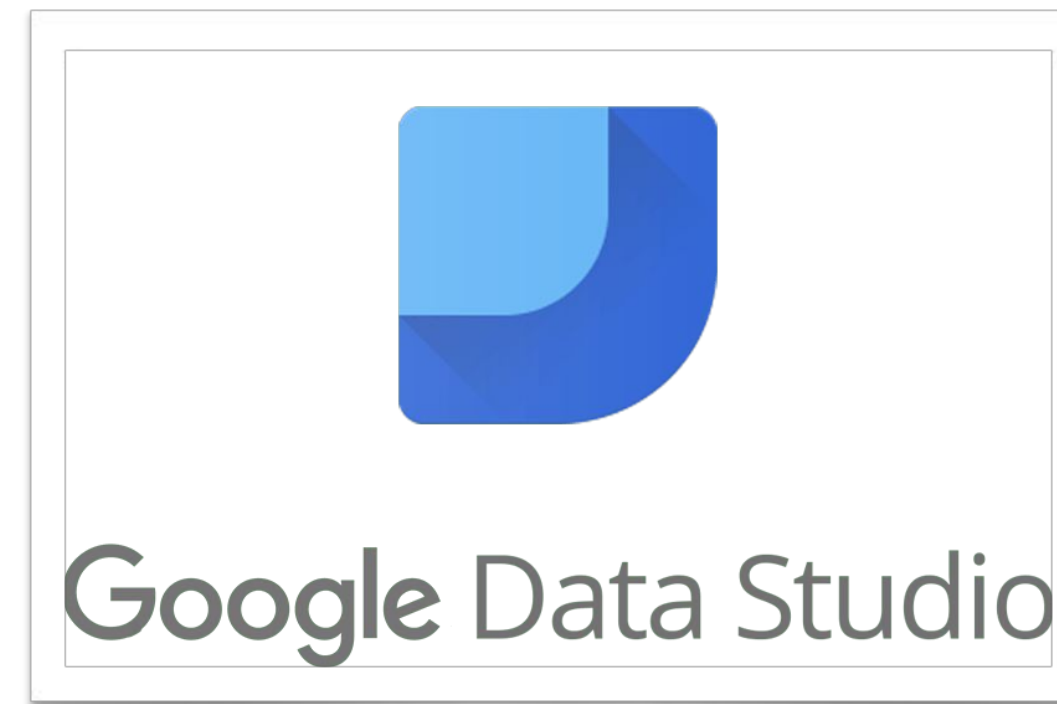


Consume the data **your way.**

✔ **Use our Dashboard**
For fast and real time analysis



✔ **Use our ETL or data export**
To connect to your tool of choice for
custom analysis



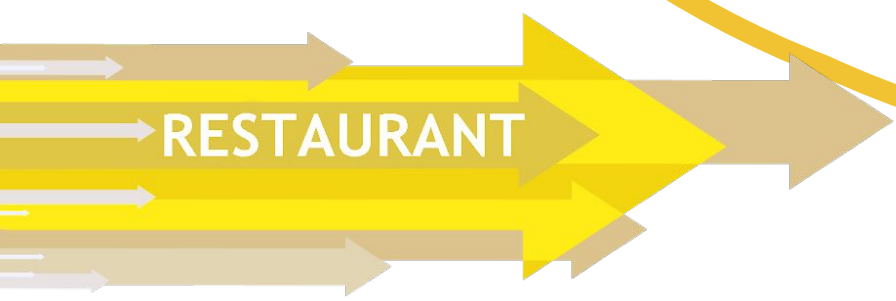
Let's talk numbers...

6,179,264

Different devices tracked per week.

1,895,763,037

Movement vectors plotted per month.





Honeywell



Clients



MedMen



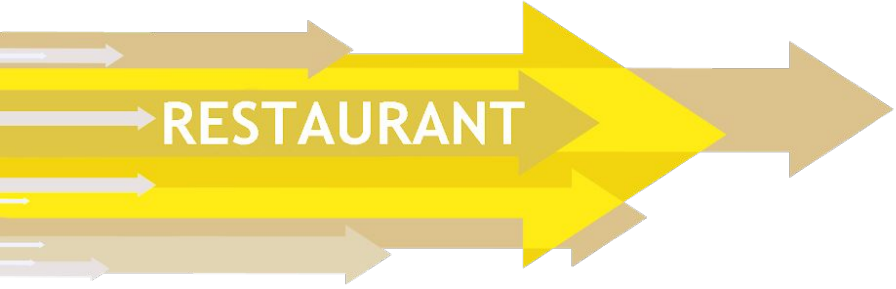
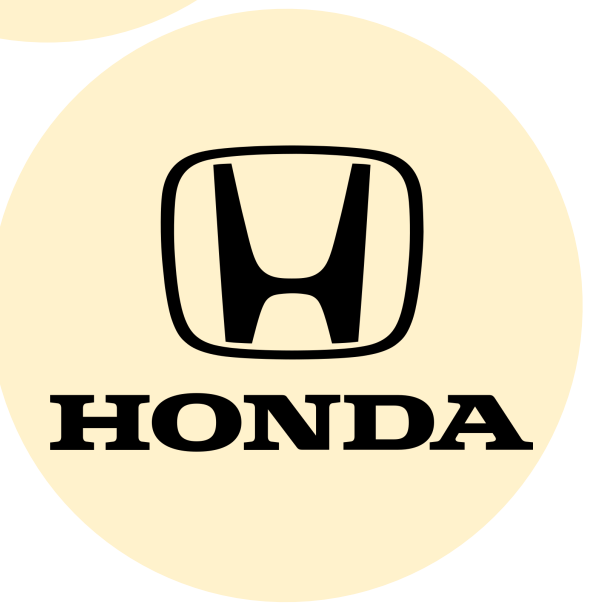
BRÜHAUS



Jeep



vonder



STL AUTO SHOW

FastSensor



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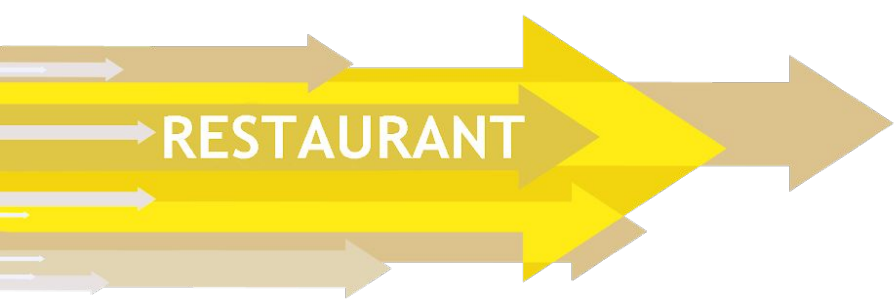
Planet Retail: Comparing Features*

FastSensor is the top ranked provider across key categories.

Scorecard Criteria		RetailNext	FastSensor	Coursa Retail	ShopperTrak	Scanalytics	RetailFlux	Aura Vision Labs
Functionality	People Counting	Green	Green	Red	Green	Green	Green	Yellow
	Traffic Monitoring	Green	Green	Red	Green	Yellow	Yellow	Yellow
	Shopper Personalisation	Green	Green	Green	Red	Red	Red	Yellow
Flexibility		Green	Green	Yellow	Green	Green	Yellow	Yellow
Economics		Red	Green	Green	Red	Yellow	Yellow	Red
Reach & Adoption		Green	Red	Red	Green	Red	Red	Red
Success/Survival		Green	Green	Yellow	Yellow	Yellow	Yellow	Yellow

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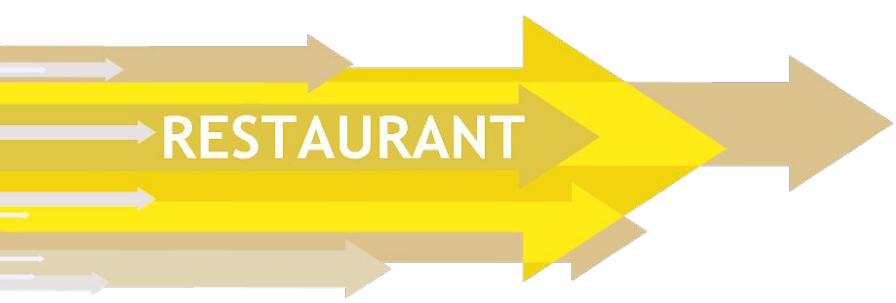
Execution Effectiveness



FastSensor

Comparing Sensor / Dashboard technology

	FastSensor	Beacons	Cameras	What this means?	Why it matters?
Distinguishes First Time Shoppers	Yes	Yes	No	FastSensor tracks how long they visit, by area, within the bldg.	Knowing the percentages of people who are new or returning matters.
Distinguishes Returning Shoppers	Yes	Yes	No	How many returning loyal customers are inside.	Know how often your shoppers return to keep your promotions fresh.
Allows for Passive Tracking	Yes	No	Yes	No action required by shopper.	No Opt-in required for FastSensor.
No IT integration required	Yes	No	No	First to use cell-to-dashboard technology.	Marketing departments need systems and data that doesn't require IT integration. That matters a lot.



Comparing Sensor / Dashboard technology

	FastSensor	Beacons	Cameras	What this means?	Why it matters?
No Wifi network required	Yes	No	No	Major headache avoided in not using existing Wifi.	FastSensor seamless cell transmission matters for speed and efficiency.
Mobile transmission to the cloud/ dashboard	Yes	No	No	System is self contained.	FastSensor doesn't touch existing IT.
Coverage down to	1 sq meter	6 sq meters	1 sq meter	Records duration of stay down to as small an area as a checkout counter.	Tracking where people go, and how long they wait matters.
Coverage includes outside too	Yes up to 70 ft	No	No	Records all visits for those that walk by the front entrance.	Knowing the percentages of walk bys to visits matters when changing the window display.

