In-store Analytics –
bringing the wealth of online customer insights to brick and mortar stores

The Smart Digital Store

Most retailers use store counting and Point-Of-Sale (POS) transactions to understand in-store activity. However, it is not enough to determine where customers go within a store, the products they are interacting with, the products they considered but abandoned or how satisfied they are from their interaction with store associates.

Store managers have been struggling to get valuable insights from in-store activity. Their challenges include:

- Type of customers entering the store: How many passersby enter the store? Are they new or repeat visitors? For new visitors, are they locals or tourists? For repeat visitors, how often are they visiting the store?
- Omni-channel link: Do customers visiting the store have an online account? If so, what is their online activity? What are their latest purchases and items left in their cart?
- In-store interactions: Where do customer go first? Where do they linger? Did they engage with a store associate? If so, how long was the interaction? How long did they stay in the store?
- Access to in-store analytics: Can store managers access data in real time? Is store data available on any device? Can reports be easily and dynamically sliced and diced?

Advances in store monitoring technologies, such as video cameras, RFID and customer location trackers, provide retailers with actionable data on how efficient their store layout, planograms and product assortment are. Retailers now have access to invaluable insights such as products that customers are interested in but abandon in the fitting room, suggesting that the size or fit may be the culprit.

Solution

Though adaptable to any existing store assets and infrastructure, the In-store Analytics solution has pre-packaged technologies to accelerate time to value.

Built with Intel technologies, and using Google Cloud and Google IoT Core, passive sniffers and Intel RealSense cameras, the solution lets retailers gain insights into:

- Heatmapping and customer pathing insights
- Display interactions and promotions impact
- Conversion funnels and drop-offs
- Store associate coverage
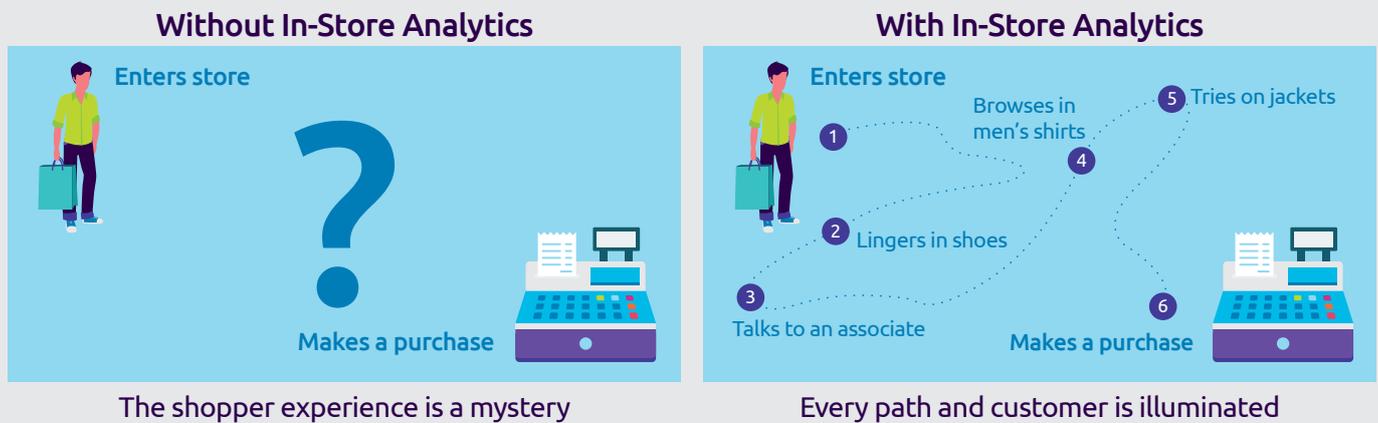- Improve real-time inventory visibility and accuracy

Features:

Invisible store monitoring: Store activity is tracked thanks to a combination of camera vision, sniffers capturing mobile signals from customers and associates, and readers locating product tags. The type of technologies used is flexible and depends on what each retailer wants to monitor (i.e., customers, associates, products) and the infrastructure it already invested in.

Fast set-up: The set-up only takes a couple of days, as the solution has been pre-packaged with preferred hardware sensors and devices, proprietary analytics software and Internet-of-Things platform, and Google cloud infrastructure.

Customer, associate and product insights: Not only is the movement of customers tracked within the store, but their sentiments (e.g., upset, happy, neutral), interactions with displays and products, and exchanges with store associates are also monitored.

Dynamic and advanced reporting: A set of reports is included in the basic solution, such as conversion funnels, heatmapping and dashboard views that can all be customized; the next level of insights is provided by our Insight and Data team that produces tailored predictive analytic models (e.g., forecasting optimal staffing level by section, selecting optimal inventory and assortment per store)

Figure 1: Brick and Mortar Store Insights

Without In-Store Analytics

Enters store

?

Makes a purchase

The shopper experience is a mystery

With In-Store Analytics

Enters store

1 Browses in men's shirts

2 Lingers in shoes

3 Talks to an associate

4

5 Tries on jackets

6 Makes a purchase

Every path and customer is illuminated

Outcomes:

Improved store displays and decision making: By piloting the different placement options of a new kiosk, a retailer realized that one of the options created 3% higher usage rate and 15% better post kiosk interaction conversion rate.[1]

Optimized layout: By comparing customer patterns of sport tops across seasons, a retailer realized that summer customers had a shopping basket 1.5x larger than average; which prompted the retailer to move the sport top selection to the front of the store during the summer season.[1]

Store associate coverage: Looking at the associate to customer ratio, a retailer saw that the conversion rate was dropping significantly when its store associates were serving more than seven customers at a time. By increasing staffing at peak time, they increased revenues by 5 to 10%.[1]

Responsive experience: Gauging the reactions and sentiments of shoppers to the store layout, displays and products unlock a new level of insights that retailers did not have access to before, even on the Web. Retailers are now able to better fine tune the experience and assortment they propose in-store as well as provide instant feedback to manufacturers on how well their products are conceived and received.

Store-level fulfillment: With real-time inventory visibility, optimize inventory with new services such as click-and-collect, reserve-in-store, and fulfillment to other stores and shopper homes.

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Interested in learning more?

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Capgemini Advanced Analytics for Retail

Capgemini employs 12,000+ subject matter experts in consumer products, retail and distribution sectors, and serves 27 out of 30 of the world's largest retailers.

Our team of dedicated Insight and Data specialists helps retailers move from descriptive analytics to predictive and cognitive models.

We offer retailers end to end services, including defining their innovation strategy, designing remarkable customer experiences, piloting new ideas, deploying solutions at scale, and uncovering new growth areas to sustain their competitive edge.

We accelerate time to value thanks to our pre-packaged and customizable solutions, our ability to navigate the complexity of integrating multiple partners, and our global network of innovation centers applying the latest technologies to retail.

1 "The Employee Engagement Imperative," RIS Custom Survey, Jan 2016