



A world leader in casual footwear optimizes sales with innovative Sensitel solutions

EXECUTIVE SUMMARY

CUSTOMER

World leader in innovative casual footwear for men, women, and children

BUSINESS CHALLENGE

- Increase customer satisfaction
- Convert window shoppers to real customers
- Optimize staff placement

BUSINESS SOLUTION

- Sensitel StaffCaster

BUSINESS RESULTS

- Deep insights on devices coming into the store helped marketing people assign trade spend.
- Customer used insights from this study to design layout for their new stores.
- Customer plans to integrate visitor dwell time into staff's activity board and trigger alerts through its point-of-sales system.

Company Background

Since its inception in 2002, this industry-leading shoemaker has sold more than 300 million pairs of shoes at over 500 retail locations in more than 90 countries around the world. What differentiates this shoe manufacturer is that its revolutionary technology gives each pair of shoes the soft, comfortable, lightweight, non-marking, and odor-resistant qualities that its fans know and love.

Business Challenges

This company, like most retailers, faced the same challenges:

- Many visitors were just that; window shopping, but not buying. In fact, 40% of smartphone-carrying shoppers bail out of checkout lines and 57% of shoppers researched in the store and made their purchases online.
- Displays not placed at traffic hotspots within stores leading to lack of visibility into ROI promotions.
- No classification of shoppers by relative interest levels, resulting in inability to capture degree of interest by product and time spent browsing by shoppers.

Additional challenges included determining:

- Peak times for visitor and buyer traffic
- Percentage of potential buyers that are intercepted by store staff
- Average time a shopper spends before making a purchase
- Store Sales Associates' ability to identifying and giving special attention to repeat buyers

Sensitel Solution: StaffCaster

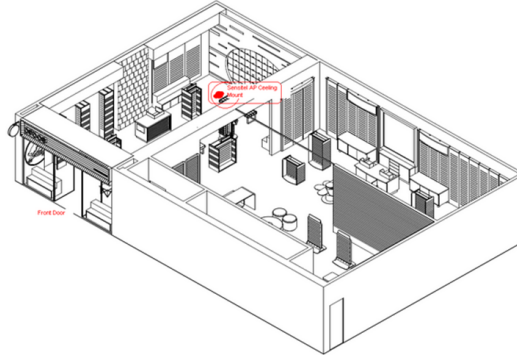
The company approached Sensitel because of our unique capabilities in sensing, monitoring, and tracking customer behavior and movements in retail establishments and generating heat maps. Thus, once customers opt-in for retailers' loyalty programs, their profile is registered and, as soon as they enter a store, they are immediately 'sensed'. The rich context can then guide all decisions for customer interaction. This is what Sensitel calls *Sensor-Driven Retailing* (Figure 1).

Figure 1. 'Sensing' the Customer



Sensitel StaffCaster is a real-time, cloud-based service that uses visitor and staff traffic data from Wi-Fi networks and additional store-based sensors and systems feeds to recommend hour-by-hour staffing levels and positioning. StaffCaster processes streaming data from mobile phones, GPS devices, POS systems, store videos and other connected devices to help reduce labor costs, drive increased sales, and increase store operations efficiencies. StaffCaster achieves this by placing access points at strategic locations in a retail establishment that both capture customer movements and sales staff placing (Figure 2).

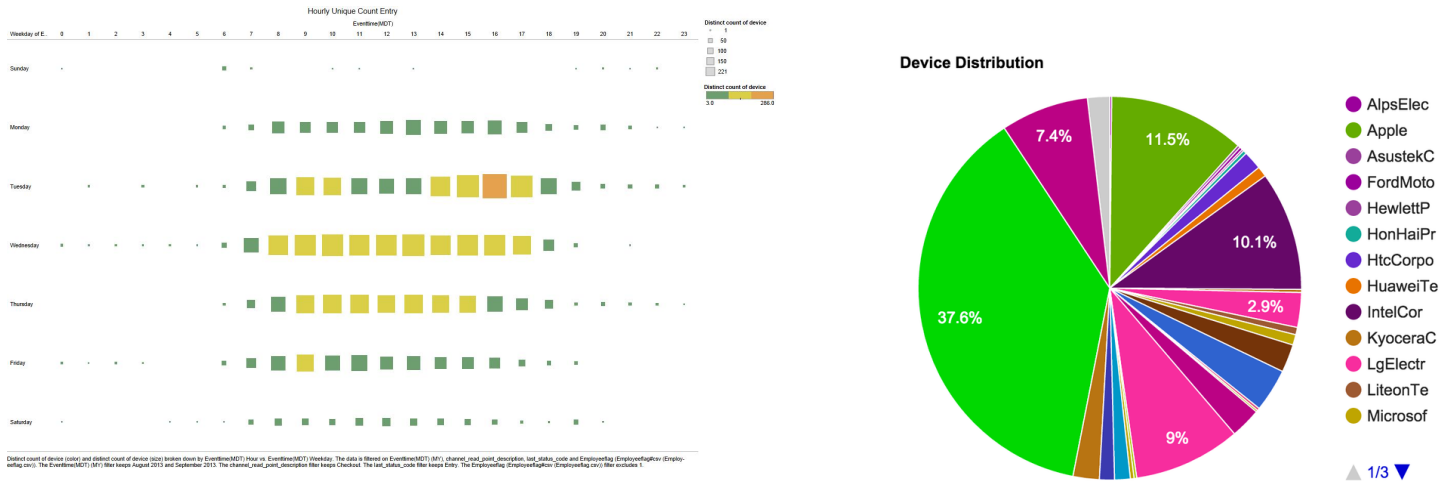
Figure 2. A Typical StaffCaster Setup – Isometric View



Analytics

Data Analytics was done using StaffCaster over a 14-day period on millions of events captured (Figure 3). StaffCaster’s algorithm is smart enough to differentiate shoppers from employees and equipment. StaffCaster can process millions of events per day, in near real time and uses advanced analytics tools such as HBase NoSQL database, R and SAP HANA in-Memory database.

Figure 3.Hourly Traffic Count and Customer Device Distribution



Customer Benefits

Customer used insights from this study to design layout for their new stores. Deep insights on devices coming into the store helped marketing people assign trade spend. Peak visit times on Tuesday afternoon were a big surprise for the operations team. Customer plans to integrate visitor dwell time into staff’s activity board and trigger alerts through its point-of-sales system.

For More Information, contact:

Sensitel, Inc.
 4800 Patrick Henry Drive, Suite 320
 Santa Clara, CA 95054
 Tel: +1 (408) 538-2252
 Fax: +1 (918) 513-5246

Web: www.sensitel.com
 E-mail: info@sensitel.com
 Facebook: facebook.com/sensitel
 Twitter: twitter.com/sensitel_inc
 YouTube: youtube.com/user/SensitelTV/videos