



Serve shoppers at the point of intent, position store staff to increase sales, and understand customer behavior

Real Time, Customer-Driven Staffing, Stocking and Promotional Display Optimization

Key Features & Benefits

- Calculates optimal Store Associate positioning using real-time store data
- Increases the frequency and quality of personalized customer experiences
- Accelerates customer conversion rates
- Reduces store operations and promotional costs

Retailers face several major challenges:

- **Competition from Online Retailers/Showrooming:** Today's shoppers are extremely savvy and price-conscious consumers. They examine merchandise, scan the UPC label or QR code with their smartphone, then go online to compare prices. *StaffCaster* allows retailers to identify and convert these customers to in-store purchasers before they order online and leave the store.
- **Staff Mismatched to Meet Peak Demand:** Many retail stores are often overstaffed in one department, while customers are frustrated waiting for sales associates in the other departments. *StaffCaster's Dynamic Staff Positioning Engine* provides shift managers with real-time redeployment recommendations, notifications and confirmations.
- **Sales Conversions:** Retailers have long understood that customers who are assisted by store associates are more likely to make additional, upsell purchases than unassisted customers. *StaffCaster* allows store associates to quickly identify, assist and convert high-probability customers based on their dwell times and other in-store shopping patterns.

StaffCaster Overview

Sensitel *StaffCaster* is a real-time, cloud-based service that uses visitor and staff traffic data from Wi-Fi networks (such as *Aruba 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, smart meters, and other connected devices to help reduce labor costs, drive increased sales, and increase store operations efficiencies.

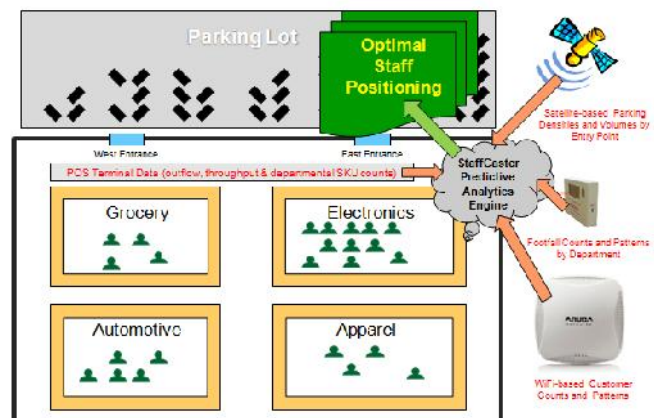


Figure 1 (below) shows the average time shoppers spend in various departments by shift. *StaffCaster* provides retailers with both real-time and historic views of *Dwell Times* and other key in-store behaviors and patterns, which combine to provide a comprehensive view of what's really going on in their stores.

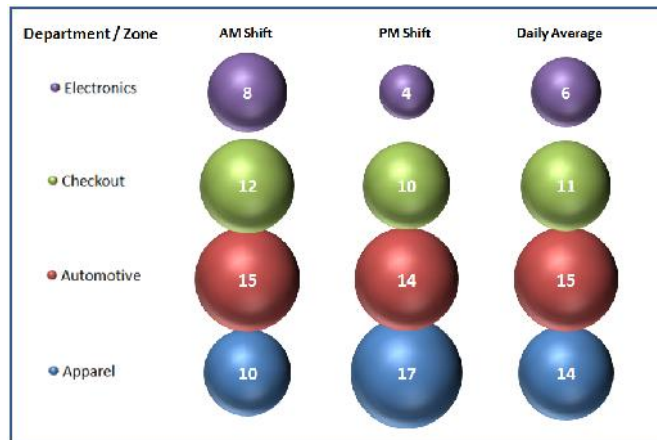


Figure 1. Average Shopper Dwell Time by Shift/Department

For consumers this means no more hunting down an already-swamped sales associate; a knowledgeable sales associate will be there to help the customer make their purchases, while also creating cross-sell and up-sell opportunities for the retailer. For Store Managers, it provides the ability to dynamically assign staff to the right zone within the store with a single click of a button. *StaffCaster* provides store managers with a heat map view of store traffic patterns by zone, as well as automated recommendations on staff positioning to meet customer demand before sales are lost. Additionally, *StaffCaster* automates these workflows by sending e-mail and SMS alerts to on-call staff to respond to unexpected customer volume changes.

Furthermore, Retailers can use visitor traffic data to understand zone affinity and cross flow patterns for shoppers. For instance, retailers will learn that only a low percentage of shoppers in a cohort will go from Gardening to Electronics

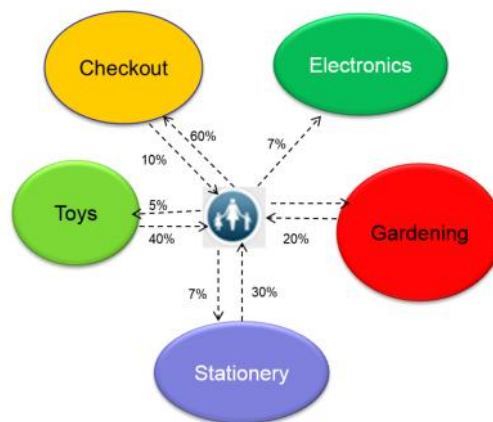


Figure 2. Retail Location Graph for Cross Promotion

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