



Driving Retail Efficiency





Vis-à-pix solutions for Shop Efficiency Analytics

Vis-à-pix helps its retail customers to control processes and activities both in their branches and within large international chain store structures. With the help of intelligent 3D video analysis solutions from the leader in innovation, commercial enterprises can systematically and sustainably increase their efficiency and achieve higher revenues on their shop floors. Driving Retail Efficiency – with solutions from Vis-à-pix.

The Vis-à-pix software solutions People *Scout*[®], People *Focus*[®] and People *Attract* generate data essential to the optimisation of shop organisation and Point of Sale marketing. Through these Shop Efficiency Analytics, the business receives reliable data based on real-life figures. This allows for the strategic planning and controlling of processes and activities which cannot be mapped through inventory management. It also enables the observance of the company's strategic requirements to be effectively controlled.

The Vis-à-pix range of products are precise, reliable and scalable, and improve efficiency and quality of service, independent of the size of the location or customer requirements and whether as a stand-alone solution or as a customised package. In this fashion, customer satisfaction is sustainably improved: existing customers are retained through a smooth adaptation of established concepts, while addressing visitors in an improved way helps in winning them over as customers. In this way Vis-à-pix integrated solutions help you to maximise customer satisfaction.





Maximising customer numbers

The number of visitors who do not buy anything in the store is the largest reserve of turnover for the business. The goal is to turn as many visitors into customers as possible. How many people visit a chain store without buying anything? The frequency analysis calculates this total. The absorption rate thus measured is a basic indication for how to address customers in an improved way. Comparing the frequency inside and outside the shop further enhances the quality of the analysis.

Analysing customer potential

Building up on the frequency analysis, the Vis-à-pix customer structure analysis evaluates the visitor structure in shops by determining the gender and age-group of the customers. A comparison of the strategic target groups with the real customer groups gives rise to specific starting points for in-store market research into exploiting potential. For example, which groups of customers use the service desks and which select self-service products?



Perfect product placement



Continuous attention to customer relations has become one of the most important tasks in sales. A decisive proportion of customers' purchase decisions are made based on the targeted placement of goods and commodity groups - this is true for shelf-placements as well as for additional placements in promotional areas. People Scout® tracking studies visualise customer movements in sales areas and analyse the direction of movement of individuals or groups. They show the distribution of customers on the sales floor, in front of counters and shelves. Hot spots, highly frequented aisles and displays with low reach become visible. The analysis results help assess and improve product presentation, making it possible to create a more adequate shop organisation, which helps to turn visitors into satisfied customers.

Optimising advertising efficiency

Successful advertising directs the customer to the Point of Sale and increases attention. But how successful are the store's promotional activities? Are the available resources really being efficiently used in promotions? Intelligent solutions from Vis-à-pix provide the answers, making the effect of advertising on the frequency of visitors visible. The number of customers in departments with and without targeted actions can be compared, and the visitors' duration of stay before window displays, posters or advertising screens are documented and evaluated alongside their attentiveness towards commercials and messages. Thus Vis-à-pix helps to employ the most efficient advertising tactics.



Visitor-oriented staff deployment

At entrances, exits or on aisles – Vis-à-pix video-based solutions for measuring customer flow don't miss a single visitor to your shop. Comparing the number of visitors with the number of purchases allows the relation between visitors and customers to be determined, alongside the conversion rate according to date and time of day. In contrast to strictly turnover-oriented PEP models, this model orientates itself also around visitor numbers and thereby contributes to a sustainable increase in customer satisfaction, turnover growth and the optimisation of employer productivity.

Reduced waiting time for customers

Long queues at cash desks or counters strain customers' nerves. At worst they lose patience and leave the store without having actually made a purchase. Waiting lines often occur due to rigid planning of staff employment or miscalculated employment of cash desk and sales personnel. Vis-à-pix People Scout® solutions detect crowds and forward relevant information about neuralgic points such as the checkout, service desks or self-service shelves to the store management. Analysis and evaluation in real time help make it possible to rapidly adjust staff employment to handle unforeseen visitor flow. Additionally, the customers' duration of stay can be incorporated into the business' planning and be used to lead to an increase in turnover.





Data evaluation

Vis-à-pix presents the results of the analysis in the form of

- clear graphical diagrams,
- comprehensible reports and
- supplementary material to reports from the customer's ERP system.

This makes it possible to see at a glance if the strategic decisions of the company are being implemented at branch level and whether the desired results are being achieved. In an automatically updated view key data from branches and the entire company is displayed in real time. This enables the head office to instantly have access to a quick overview of the processes in individual branches and, if necessary, to react immediately. The user decides on the depth of detail. Analysis can be extended from a subset to all cameras in the network.

Should it be required that the data be integrated in to the internal house systems, the results can be transferred to the customers database using an interface. Additional insights into customer and visitor behaviour can be obtained through market research-evaluations of video data that Vis-à-pix provides in cooperation with partners.

Vis-à-pix 3D video analysis retail efficiency solutions make it possible for the retail industry to achieve the highest productivity and the maximum turnover. We support our customers in the controlling and optimisation of their entire company performance - Vis-à-pix solutions help here by increasing turnover.

Learn more about our products and services on www.visapix.com.