Verint Retail Traffic Analysis

The Customer Experience Revealed

Retailers worldwide are increasingly challenged to increase the effectiveness of their retail operations. Verint® is uniquely positioned to address these important challenges, with more than 10 years of experience providing powerful networked video solutions that not only enhance security, but leverage surveillance video to improve operational effectiveness.

Verint's next-generation solution stands out from the crowd by delivering truly enterprise-wide smart video management systems that can be used for improving various operations throughout the organisation.

Verint Retail Traffic Analysis (RTA) will utilise a retailer's existing asset protection infrastructure to monitor shopper traffic patterns and deliver valuable information on how customers actually shop in each company's stores. RTA will help retailers validate assumptions for key in-store marketing, product placement, and advertising decisions. The business intelligence that Nextiva RTA delivers will position retailers to answer questions about the success of merchandising and advertising more accurately and cost effectively, with Point of Sale data to verify results. Perhaps most important, RTA can essentially eliminate retailer reliance on soft data, replacing it with empirical information for increasing sales effectiveness, optimising operations, and enhancing customer value.

## Activity Levels In and Among Stores

Verint RTA can help retailers pinpoint and compare the number of shoppers in its stores, including:

- Occupancy levels in specific regions of individual stores over time
- Comparison of traffic day-to-day, week-to-week, and month-to-month
- Comparison of activity levels in multiple areas of individual stores
- Comparison of traffic levels in similar areas of multiple stores

Shopper "Dwell Time"

Verint RTA can determine the amount of time that shoppers spend in specific areas of a store, providing key findings to enhance and confirm the success of merchandising and promotions. RTA can help retailers identify:

- Hot spots in the store

- The number of people who actually shop for specific products versus casually walking by

- The number of people who are shopping for one specific item versus another item (or set of items)

- True single product or product suite conversion – that is, the number of people shopping versus POS data for that specific product or set of products
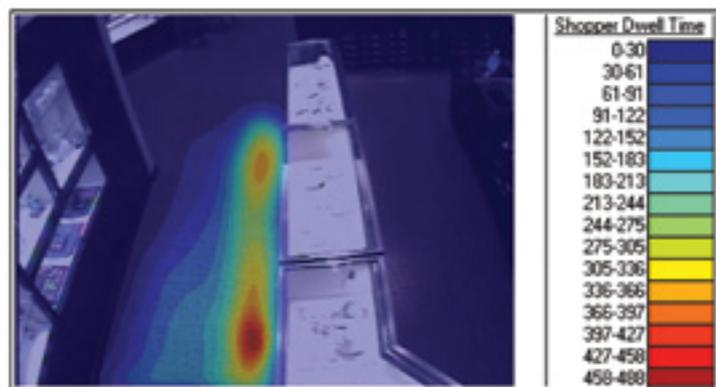
Traffic Patterns and Area-Specific Shopper Counting

Verint RTA can identify in-store traffic patterns and determine the direction in which people move throughout stores. Retailers can leverage this information to optimise store layout to increase shopper interest and drive additional sales.

Additionally, Verint RTA can count the number of people who enter stores and specific areas of stores. This information is especially useful for:

- Assessing conversions
- Determining the effectiveness of advertising and merchandising
- Understanding which products are most (and least) appealing to shoppers who visit retail stores
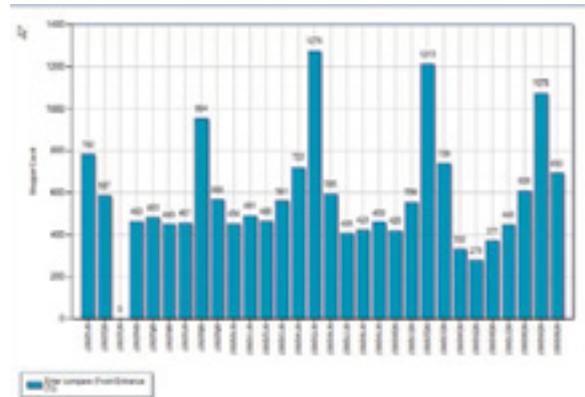
In summary, Verint RTA can help retailers answer key questions about in-store shopper behaviour, including:

- How many customers are in a store or department at specific points in time?
- How many visitors actually respond to a promotion by taking an interest in the promoted item?
- What is the rate of conversion from interested visitors into return customers?
- Which promotions and marketing campaigns bring more people into the store, and how effective are they?
- What types of customers take an interest in specific promotions or marketing campaigns, and can demographic data be applied?
- What other products in the store capture the interest of targeted demographic groups?
- How does store layout promote or discourage shopper interest?
- How can staff be more effectively deployed?

By providing analyses based on actual shopper behaviour with regard to store layout and product placement, Verint RTA positions.

Powering Actionable Intelligence.®

Verint® Systems Inc. is a leading provider of actionable intelligence® solutions for an optimised enterprise and a safer world. More than 10,000 organisations in over 150 countries rely on Verint solutions to perform more effectively, build competitive advantage, and enhance the security of people, facilities, and infrastructure.

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01225 899098
www.bluesight.co.uk
Bath Brewery, Toll Bridge Road
Bath, BA1 7DE. UK