CUSTOMER EXPERIENCE OPTIMIZATION
A 360° view of current and potential customers' experience of a brand achieved by fusing together different research methodologies.

Customer Experience Optimization

In Store Research
- Experience
- Store and Shelf Analytics
- FMOT
- Heat Mapping
- Point of Sales Analysis
- Loyalty
- Competitive Advantage
- Affinity
- Sales Behavioral Metrics

Out-of-Store Research
- Market Trends
- Brand Awareness & Equity
- ZMOT / SMOT
- Supply / Demand / Gap
- Marketing Analysis
- Competitive Analysis
Customer Experience Optimization – Research Components

- Develop specific metrics for measuring customer experience
- Market assessment, GAP analysis and psychographic profiling
- In-store customer focus group with current customers
- Conduct shop-alongs with current customers
- Conduct shop-alongs with non-customers
- In-store Video-Analytics
Benefits of Video Analytics

• Segmentation
• Shopper’s Journey & behavior
• Predict traffic, sales, effectiveness of the promotions
• Effective space allocation and planogram
• Measure the ROI of the displays & Promotions
• Non Intrusive
• Privacy protection
Eye in the Sky

Connects to the in-store C.C. Security cameras

Provides

- Store-Wide traffic
- Heatmaps
- Pathmaps

• Store Traffic
Eye in the Sky provides accurate TRAFFIC METRICS. Here is an example of people visiting the store over a specific time lapse.
Heath-Mapping (real example)

Working with IP security cameras, turning them into a visual merchandising, auditing, and business intelligence tool.

- Distance from the wall counts
- Higher Distance = More interest
- Obstacles reduce interest/traffic

**Supported Analytics include**

Customer counting, Path-map, Heat-map, and Occupancy
Retail Optimization

Dianalytics

Micro cameras and micro PCs behind the shelves

Provides

- Demographic data of customers
- Customer behavioral metrics

- Store Traffic
- Aisle Traffic
- Category interactions/sales
- Brand interactions
- Aisle traffic 1
Face detection (Dyanalitics)

Measures

- Traffic in front of the shelf
- Dwell time
- Number of potential and actual shoppers
- Attention time
- Capture demographics
Shelf detection (Dyanalitics)

Laser curtains to capture customers’ interaction with shelf/brands.

Customer Base Segmentation

TRAFFIC

SALES PERFORMANCE

ATTENTION

POTENTIAL TARGETS

INTERACTIONS
The interacting shopper

- 2,300 shopper traffic
- 40% through aisle
- 28% view category product
- 283 potential shoppers
- 194 Interacting shoppers

M.Young 21%
M.Adult 46%
M.Senior 17%
F.Young 9%
F.Adult 5%

The converted shopper

- 9 actual shoppers
- 12 pcs. sold
- 40% secondary display

M.Young 40%
M.Adult 16%
M.Senior 6%
F.Young 5%
F.Adult 8%
F.Senior 25%
What if...

(Real-time Client Dashboard)