



Retain Customers & Enhance Productivity Using Consumer Insights

Background

Consumer behaviour undergoes rapid changes in the retail industry. Understanding these shifts and adapting the business model to suit the buying pattern of the customer is extremely important for the survival of a retail business. In fact, tracing the pattern of a customer right from the time he enters the store to the moment of exit is extremely important to maximize profits. Most of the managers are therefore turning towards advanced technologies like AI, IOT to study the consumer purchasing pattern and are using such insights to drive key decisions in the retail sector. According to a survey report by Forbes, 70% of enterprises have increased their spending on real-time customer analytics solutions over the past year and have observed noted profits.

The Challenge

Customers, today leverage on various interaction points like mobile, social media, e-commerce sites to interact with retail stores. For retailers, this would mean a substantial increase in the amount and complexity of data. Hence, managers can no longer rely on the traditional guesswork game and have to design precise data strategies.

A leading departmental store chain with over 2 million customer base, had a major challenge leveraging their existing data to make accurate projections towards:

-  **Increasing customer loyalty**
-  **Designing personalized marketing campaigns**
-  **Predicting & avoiding customer churn**
-  **Lowering customer acquisition costs**

The store leveraged on GCR's comprehensive retail analytics platform to discover in-store shoppers behaviour with real world insights and observed a remarkable 5% increase in their profits.

The Solution

GCR's total retail analytics system is a technology driven video weapon for analyzing shopper metrics and presenting actionable information to help corporate executives, managers and end users make more data driven business decisions. The solution enables retailers to optimize business with real world science throughout the store and involves the use of:



Hardware
• Analytics Server • IP camera



**Cloud based
web application**

Key Features



Engagement analysis:
Increases the engagement with your customer by analyzing

- Shopper path
- Shopper heatmap
- Fitting room try on rate



Attraction analysis:
Helps in analyzing

- Window efficiency
- In Store/Store front traffic
- Demographics
- New/Repeat customers



Checkout analysis:
Track the sales conversion rate by

- Transaction analysis
- Demographics

Benefits



Store Operation Manager
Master traffic trends, shift staff flexibly & create friction free shopping experience



Regional store Manager
Insight into daily customer experience data to make precise decisions



Marketing/VM manager
Evaluate marketing efficiency with automated weekly reports



CTO
Manages effectively with high tech to build an AI innovative retail business model

About GCR

We are a digital transformation enabler and provide value to an enterprise by bringing together Technology providers and Implementation partners to deliver solutions that build an impact on an enterprise's business. We are the world's preferred multi-industry IoT services platform. Our operations cover 7 countries and offer 500+ solutions to diverse enterprises.

Contact

Global Channel Resources India Pvt. Ltd. (A Subsidiary of Global Channel Resources Pte Ltd, Singapore.)



+91-22-25501007 / +91-9324031818



sales.india@gcrcloud.com



www.gcrcloud.co.in

