

Flow of Customer Traffic

Organization Name: NEC

Overview:

Monitoring/Managing the flow of customer traffic in a retail environment in order to make more informed management decisions, better use of resources and improve profitability

Current Challenges (illustrate with an example):

- Marketing/ promotion activities are not customized on the basis of individual customer preferences
- Maximizing the revenue earned vs. customer foot fall (optimize per sq. feet of retail space)
- Customer behavior, within premise, is not known (by each tenant)
- Maximize sales while minimizing costs in an offline retail store;
- Innovative solutions that satisfies shoppers (in multiple dimensions). Helps offline stores compete with online channels

Business Requirements:

- Stores/ outlets need access to insights, based on customer movement within their premise, in order to understand, evaluate and improve performance trends through store conversion rate analysis
- Matching staff allocation to traffic opportunity
- Measure customer satisfaction along with overall conversion rates
- Store development assessment
- Developing marketing campaigns in sync with customer requirements
- Example Target: clothing apparel; shopping malls; F&B stores (restaurants, cafe), supermarket