



## Retail - Customer Analytics

# Enhancing Retail Analytics to Improve the Customer Experience and Increase Sales

### Solution Benefits:

- Wirelessly monitor and track access and movement of customers and employees within a store
- On-demand information for dynamic bundling and pricing to increase in-store revenues and competitiveness
- Non-intrusive wireless architecture for retail environments
- Data security for customer confidentiality
- Standards-based: ISO/IEC 18000-6:2010 and EPC Global C1G2
- Easy to deploy and integrate with existing networks and access control

The Intellex solution for retail analytics augments traditional video and POS-based solutions by monitoring a customer's in-store behavior. This capability is analogous to studying on-line shopping behavior and purchasing preferences by tracking web page selection, mouse clicks and duration of visit. By combining Intellex XC3 Technology™ with video analytics and POS data, retailers can ascertain – in real-time – a customer's buying preferences, create dynamic bundles, increase sales and improve customer satisfaction.

### The Need for On-Demand Visibility

Traditional big box retailers are facing increasing competition from online marketers who are able to continuously track and monitor the shopping behaviors of website visitors and generate customized offers to entice purchases. Brick-and-mortar stores need the ability to capture the sale while the customer is in the store – before they exit and end up making a purchase with an online competitor. The ability to combine the benefits of hands-on product experience with real-time shopper analytics delivers competitive advantage over online retailers – enhancing the customer's experience through dynamic bundling and pricing offers.

### The Challenge

With an increasing number of retail options, customers are shopping more carefully and aggressively comparing prices and availability of products from both traditional and online retailers. Many shoppers research deals in-store and then end up making purchases online from a different retailer, wasting the retailers' time and resources. Traditional retailers – even those with a successful online presence – need to develop new techniques to draw customers to their retail outlets and entice them to purchase with competitive offerings while in the store.

## The Solution

The Intellex solution for Retail Analytics enables traditional brick-and-mortar retailers to combine data from in-store video and POS systems with real-time customer data using advanced RFID tag and reader technology. With Intellex, retailers can directly improve the in-store customer experience by offering dynamic pricing and bundling. Customers enjoy an improved shopping experience by enabling the retailer to tailor special, customized offerings—improving customer satisfaction and eliminating the advantages of purchasing from online competitors.

Implementing an Intellex Returns Pager System enables dynamic queuing for customer service and provides an opportunity to monitor a shopper's buying habits. As a customer enters a store to return an item, a customer service representative provides the shopper with an Intellex Pager Tag so that the customer doesn't have to wait in line and is free to shop the store. When a customer service agent is available to handle the return, the shopper is paged. The system tracks the shopper's activity and location. This enables the customer service agent to suggest alternative products to the customer at the return desk along with special pricing options. In addition, because they are occupying their time shopping instead of waiting in line, the customer's experience is improved as their perceived queue time is reduced.

By integrating Intellex with video analytics systems, retailers can implement an automated promotional display monitoring solution to discriminate between employees and shoppers to deliver optimized tracking around select displays and critical end caps. Intellex can also enable electronic pricing displays to change pricing on-the-fly so that rewards club members and preferred customers who show a strong interest in an item can be incented by a real-time pricing or bundle offering.

For stores that are using video for traffic counting, Intellex provides the ability to streamline the counting process by effectively eliminating employees from the traffic count to improve the accuracy of the analytics. This same system can also improve employees' placement in appropriate zones in the store to reduce wandering and enhance customer service.

## XC3 Technology

Intellex solutions are enabled by Intellex XC3 Technology, allowing us to deliver the capability of active RFID-based solutions at a fraction of the cost.

- ISO/IEC 18000-6:2010 and EPC Global C1G2 standards-based
- Deliver read ranges in excess of 300 feet/100 meters
- Easily read tags and monitor the locations and flow of customers
- Operate seamlessly in RF unfriendly environments around displays, products and clothing
- Tags include on-board memory for tracking and storing information about the person or asset with multiple levels of security
- Intellex offers handheld and fixed readers, multiple form factor tags and antennas, as well as starter kits for piloting projects

## Intellex Products Related to this Solution

- HMR-9090 Handheld and FMR-6000 Fixed Readers and Antennas
- FBT-8400 Fob Tag
- BAT-8300 Badge Tag

## For More Information

To learn more please visit our website or contact us directly. We look forward to hearing from you.

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