ShareMyInsight

SMART MERCHANDISING

customer centric planograms

With Like for Like comparison on key store metrics down to the zone (category level), your merchandising plans are customer centric and deliver an improved shopping experience.

Customer shopping analytics gives you insights on shopper traffic patterns in order to increase visits to categories, reduce category bounce rates (categories visited without a purchase) and generate more traffic to high margin, low visit count departments. The solution gives you actionable insight along with automated alerts sent to managers and store personnel on the need for immediate responses to new conditions.

SMI's Smart Merchandising delivers optimized assortment planning, range localization and product visibility, resulting in a shopper journey based store layout with improved shopping metrics and return on every square meter of shopping area.

Good for
Stores that have large shopping areas and need to measure activity at a zone level in order to create customer centric planograms.

What you need
You need the Shopper Tracking app with SMI wireless sensors and a store plan designating your shopping zones.

What you get
- Reduced customer check out time
- Increased ROI (return on space) from zones/categories
- Improved customer care/support
- Higher customer satisfaction scores
- Better shopping experience for high value customers

Pricing
Fixed monthly fee depending on the size of retail area to be covered.

How it works
Take the Shopper Tracking app and upload a merchandising floor plan. Add router devices to accurately track shoppers across zones. Upgrade to Shopper Journey and Customer Engagement to target customers at the exact point of sale, based on their shopping interests.

Retailers using smart merchandising got more shoppers to shop more departments on a per visit basis, with a 1 to 5% increase of shoppers going to the cash desk

Key Features:

Shopping Analytics
- Number of visitors per day, store and zone
- Heat maps and zone flows by store
- Location hot spots by time of day zone
- Stores shopped and zones (departments) shopped by store shoppers
- 'Return on Space' metrics for zone profitability
- Customer Satisfaction and Sales Velocity Scoring

Business Process Automation
- Real time alerts to store managers when shopping and service areas become congested
- Alerts on underperforming zones and changes in shopping behavior for product categories
- High Bounce Rate alerts for zones (customers who left the zone without buying)

Giving customers what they are looking for, at the right place, at the right time