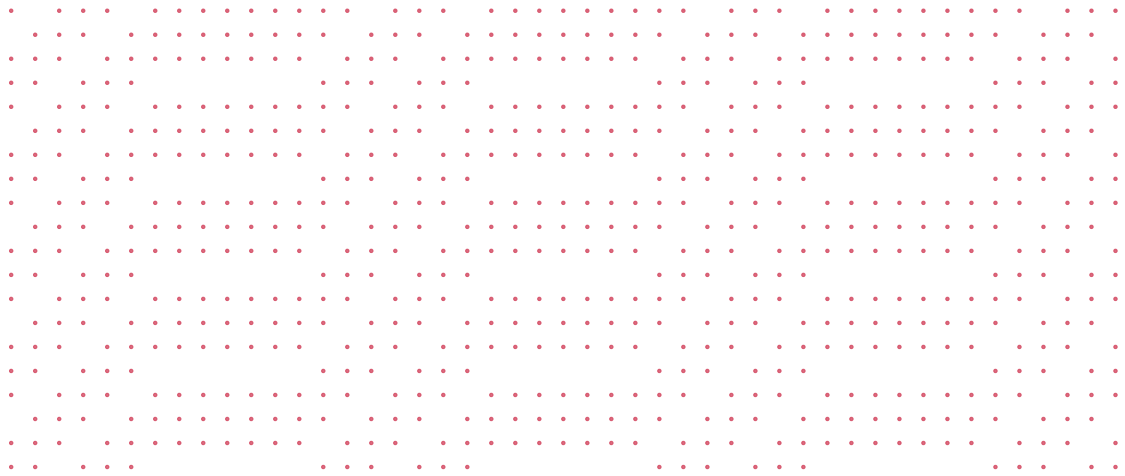# Genetec Retail Sense.

Advanced customer analytics

Genetec Retail Sense allows you to decode customer behavior and improve the shopping experience by turning information you are already collecting into valuable, actionable consumer insight.

Count your visitors

One of the keys to improving your customer's experience is knowing who is in your stores and why. It starts with counting visitors, but, to be meaningful, the numbers have to do more. You need to understand your visitor data in concert with your key performance indicators. By making these connections, retailers can make better, more informed decisions.

Multi-directional and accurate visitor counting employs cameras that you're already using for security that helps maximize conversions and reduce labor inefficiencies. With real-time traffic information, you can optimize floor staff levels to meet peaks in visitor influx. Additionally, you can determine which promotions and displays are most effective in driving traffic.

Visitor counting in Genetec Retail Sense:

• Track visitors entering and leaving your stores or departments

• Uncover traffic tendencies between multiple store locations for benchmarking

• Run custom reports and share valuable data with your colleagues
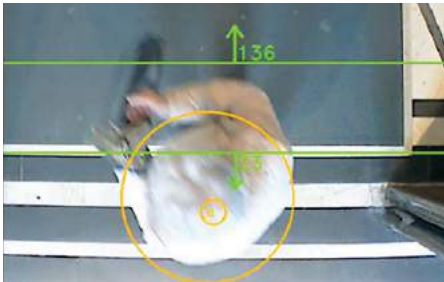
Leverage existing top-down cameras for multi-directional visitor counting

See real-time in-store performance at a glance simultaneously across multiple locations
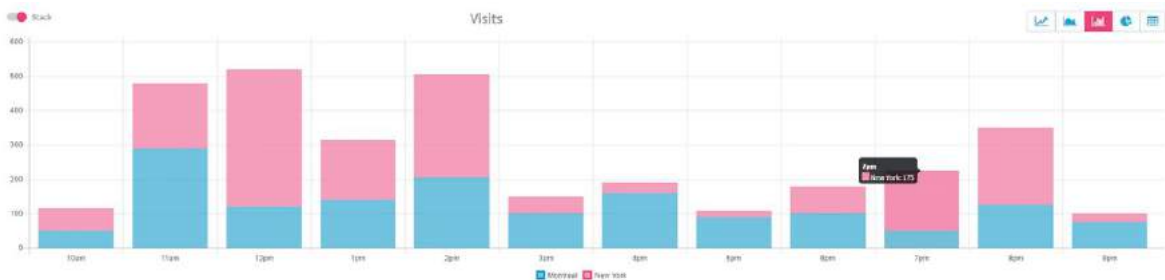
Benchmark foot traffic to determine which promotions are most effective

Visualize your customer's purchase journey

Understanding in-store behavior is vital for decision-making and improving your customer's experience. Heat mapping provides insights into areas of high traffic while directional analysis uncovers footfall and behavior trends.

Using existing cameras, heat maps capture the navigational and interactional behavior of your customers. Designed as a decision aid, heat maps help you gauge promotion and display interaction and help key decision makers improve store layout and product placement. Specifically, the heat mapping in Genetec Retail Intelligence:

- Highlights areas of high traffic to aid with decisions, including store organization and inventory replenishment

- Indicates areas of high dwell time to aid in promotion decisions

- Gauges the effectiveness of in-store displays

Directional analysis provides you with the understanding of how customers move throughout your store. When you count customers – individually or in groups simultaneously – passing through predefined areas in multiple directions, you develop a clear picture of both the flow of motion and crowd density. The directional analysis in Genetec Retail Intelligence allows you to:

- See real-time summaries of traffic flows

- Interpret trends in footfall and behavior to understand consumer purchase journeys to aid in-store layout decisions

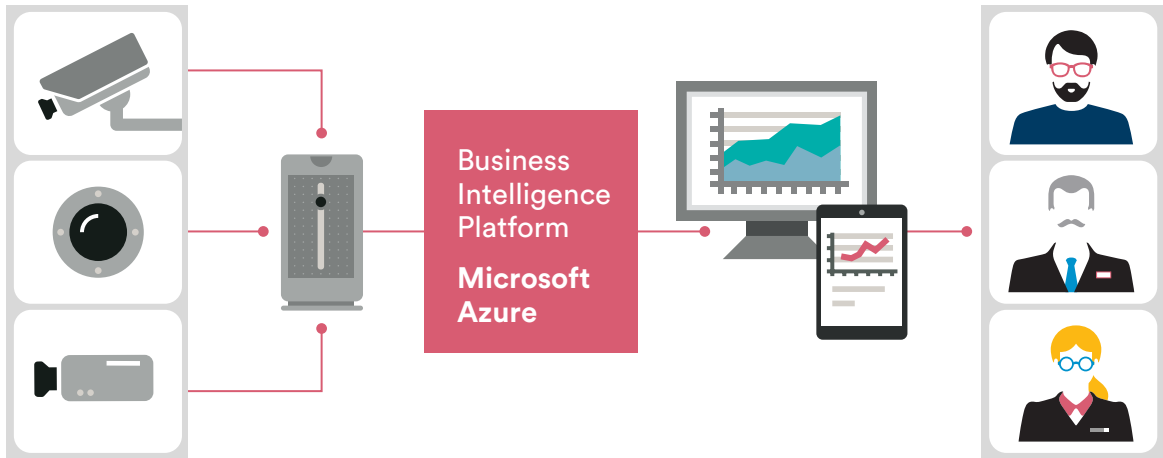- Enhance product placement decisions based on cross-shopping behavior
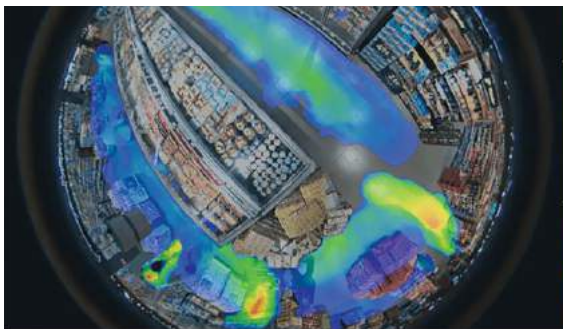
Know which departments or isles are 'hot' vs 'cold' by analyzing traffic over heat maps

Know what makes your guest dwell over a promotion by seeing how long they remain idle

Uncover trends in cross-shopping habits by analyzing flow throughout the store

Architecture

Security Center server analyses video feed and sends the metadata to Microsoft Azure, where marketing, operations and merchandizing can access the web client.

Your first store is on us

To see how Genetec Retail Intelligence can help improve promotion effectiveness, staffing, product placement and store layout decisions to provide a better shopping experience for your customers, we're giving you the opportunity to **try it in one of your stores on us**. When you sign up for your trial, you'll receive

- visitor counting
- directional analysis
- heat maps
- a 30-day storage retention period

To find out more about Genetec Retail Intelligence or to sign up for your trial, go to: genetec.com/intelligence

Contact us

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