



IP video sensors and cameras count and analyse store visitors/potential customer numbers and their behaviour.

Conversion levels can be raised, in-store hotspots optimised, marketing and customer service enhanced and basket size increased.

Staff rotas can be tailored to match footfall patterns.

Store productivity is increased by analysing hourly footfall to target peak hours and convert more browsers to customers.

Store performance can be benchmarked vs sector competitors.

Average consumer spend increases by 39% when they receive good customer service.

Customer service can be enhanced by analysing store layout preventing bottlenecks or displays which are ignored.



Display dwell times



Till delay times



Customers in



Customers out



Queuing systems, till openings and staff numbers can be optimised to deliver what customers want effectively in the quickest and most pleasant manner.

Infra red, thermal imaging and facial profiling cameras give detailed consumer behavioural analysis to improve in-store experience.

Product offers can be developed, trigger price points identified and hotspots be channelled to, promoting customer interest.

Poorly performing products can be enhanced or weeded out and replaced by popular products.

Store area productivity can be raised through identification and improvement of quiet areas ensuring customers experience the full store.

Facial profiling cameras can analyse customer demographics and personalise communications for greater effect.



**For a no obligation footfall/data analysis survey please contact:**

 **Office:** 01829 307070  **Jonathan:** 07984 187821  **Ian:** 07910 759444

**W:** [www.i2ip.co.uk](http://www.i2ip.co.uk)

**E:** [info@i2ip.co.uk](mailto:info@i2ip.co.uk)