# Euclid drives sales by measuring real customer engagement

A large youth apparel retail chain used Euclid to discover that below-average shop time in underperforming stores presented a large opportunity for increased in-store revenue. This retailer's store operations team installed Euclid sensors in a sample of 15 stores to gain insight into customer engagement, loyalty and visits to help understand where the underperforming stores were falling short.

After collecting and analyzing Euclid data alongside their sales numbers, the retailer found that at top performing stores, customers were very engaged and shopped for an average of 34 minutes, spending $60 each. By comparison, customers spent just 22 minutes in store purchasing only $40 of merchandise each at the worst performing locations.

After discovering this opportunity to increase sales by raising in-store engagement, the retailer took aggressive steps to improve engagement in its bottom performing stores, incentivizing employees to meet and maintain a higher average shop time. Three months later, the underperforming stores increased their shop time by between 5 and 7 minutes. This increase led to an estimated $2,000 per week in sales per store at a very minimal cost.

Based on these results, the retailer decided to implement Euclid in all 800 store locations to measure and improve customer engagement across the chain. Based on the results of this initial test, the executive team predicted a chain-wide sales increase of $25M annually through improvements to in-store customer service and management incentives for increasing average shop time.