December 1st Meeting

We feel that wifi tracking is the best solution.

WiFi Tracking Review:

Pros:
- Most stores have Wifi
- Almost all customers have a smartphone and leave wifi on.
- Wifi Tracking is discrete
- Accurate to .5 meters with right hardware and software.

Cons:
- Hardware limited, number of routers to consider.
- Requires setup and configuration

Unknowns
- Scalability to number of customers in the store?
- How often to the routers ping the phones?
- Accuracy of one Router stores.

Desired Data:
- Time spent in store (time in zones)
- Whether they purchased or not.
- Whether or not they spoke with an employee??? Proximity with employee?
- Store Zones visited (ex. Fitting Room, bathrooms)
- Time spent in front of display
- Reentry/Multiple visits
- Paths with High Traffic
- Order of operations
- App tie in SDK

Customer Experience Professionals

Those creating tests and running them to create and improve a company's customer experience strategy.

Jason, a customer experience manager for Nike needs to understand if there is a correlation between how long customers spend in the store and whether they end up buying something. Jason simply sets a touchpoint at the entrance of the store and tells the system to log when customers walk in and out. He also sets a touchpoint at each cash register to measure whether customers bought or not.

To Jason's surprise he finds that those who spend longer amounts of time in the store buy less. To further understand this observed behavior Jason is able to send targeted surveys to those spending longer periods in the store. It turns out that many of them were aggravated because they could not find what they wanted and spent a lot of time waiting on the in store athletes to help them.

Store Managers

Those representing the company in the brick and mortar stores who will be responsible for setting up and maintaining the system.

Story

Anna manages a Cabellas. Considering the size of the store customers often find it difficult to locate what they are looking for. Anna uses the system to track how much time a customer spends in the store and whether they have been helped by a customer service representative. She sets touch points on the stores entrance, and on each customer service representatives mobile device. She also creates zones in the store and measures how long customer spend in a zone.

The system actively alerts her when a customer has spent an extended amount of time in a zone and has not spoken with a customer service representative. The representative in that zone also receives a notification of the customer and their general location. With this system customers spent more time in the store and also purchased more.

C Level sign-off
VOC Program Manager
Regional & Local Representatives

Questions for Joel:
How big are your clients stores?
Any idea how many routers they have on average?
What is Inmoment's current onboarding/setup process
Do you send someone to help them start using the software?