

# Video Analytics for Retail

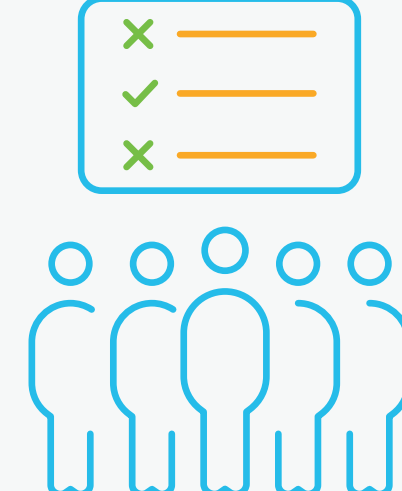


Retailers need to better understand customer and associate behavior in and around their stores.



85%

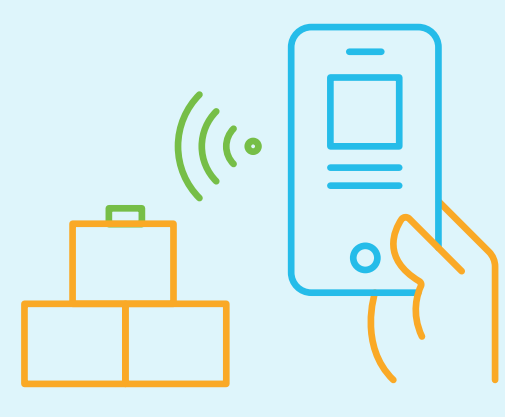
The checkout experience and the length of the checkout line are important to 85% of shoppers (Forrester)



81%

81% of customers discover and evaluate new products in-store (Salesforce)

Doubling a store’s average dwell time has been shown to increase sales by up to 30%.



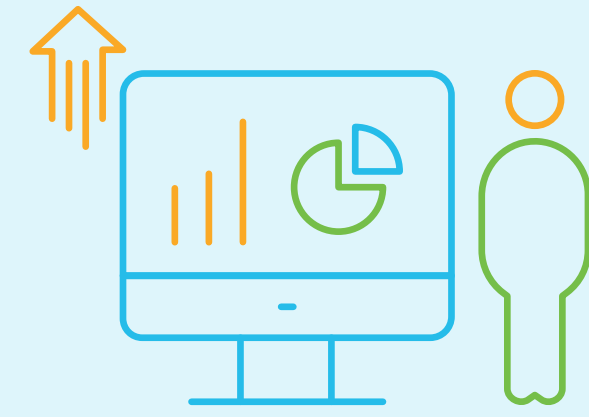
73%

73% of customers say that personalized content and offers boost the likelihood that they will buy items during a physical store visit (CNBC)



93%

93% of customers are likely to make repeat purchases with companies that offer excellent customer service (HubSpot Research)



72%

72% of companies believe they can use analytics reports to improve the customer experience (Harvard Business Review)

Visibility into the presence, proximity, and location of customers and associates provides insights for better marketing, merchandising, and staffing decisions to:



Deliver relevant promotions to customers based on where they are and what they are doing



Maximize store layouts and product placements



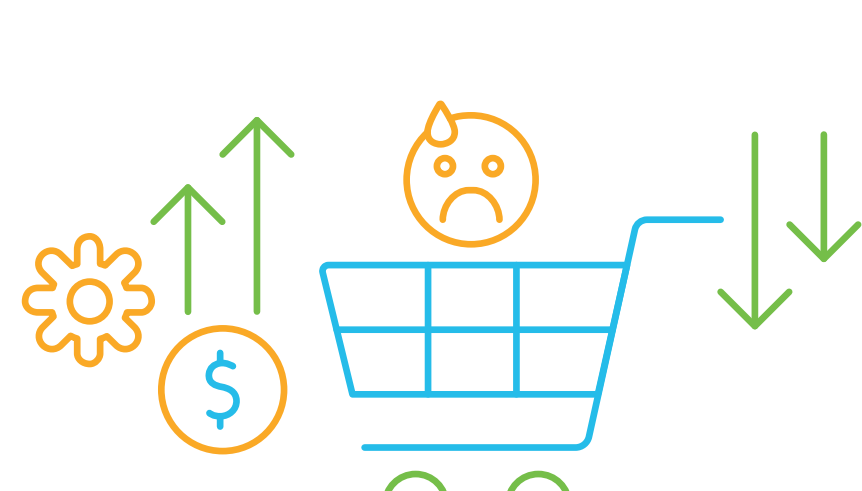
Increase associate efficiency and engagement

Retailers can drive increased store profitability through video analytics and artificial intelligence.



Deployment of video capabilities provides the means to gather real-time data that uncovers consumer buying behaviors, in-store friction points, and operational challenges.

Cisco provides the visibility and insights you need to operate in the new world of retail.



Increase conversion rates and reduce abandoned carts through seamless, convenient experiences



Quantify results from marketing and merchandising initiatives through data analysis



Increase associate productivity and reduce labor costs by better understanding the store environment



Improve customer experience scores by tailoring shopping experiences with personal and contextual information

Learn more about Cisco’s portfolio of solutions for retail:

[Learn more](#)