QBurst

Smarter Solutions For Retail:

ANALYZING
Customer-Product Interactions

How a leading retail chain transformed their business by analyzing customer-product interactions and improved customer experience through product-specific in-store advertisements.

With the advent of IoT and advanced analytics, retail businesses can benefit from latest technologies to gain valuable insights into customer behavior; how they navigate the store, what they buy, when they buy it, and which marketing "levers" are responsible for sales.

The in-store analytics solution, integrated with Bluetooth Low Energy (BLE) sensors, helps to identify patterns in customer-product interactions and displays product-specific advertisements in real time.

Additionally, analytics software helps retailers conduct dwell analysis—how shoppers browse products and what aisles they visit frequently. This enables retailers to improve store layouts and assortments to optimize sales.

CLIENT PROFILE

The client is a leading retail chain with more than 300 stores across the United States of America.

BUSINESS REQUIREMENT

There was a growing need to analyze customer-product interactions to gain better insights into product-specific conversions.

- Track consumer interactions for displayed items in the store, whether sold or unsold
- Optimize planogram and product assortments throughout the store
- Identify missed sales opportunities
- Display product-specific advertisements in real time

> Information that was once thought to be out of reach for retail stores can now help marketing and management teams measure and respond to consumer demand.

BUSINESS TRANSFORMATION

A seamless combination of BLE technology, a customer-facing iPad application, and server-side analytics form the core of the solution. The motion of BLE sensors attached to products is tracked continuously. When the motion signal received for a product is above the cutoff value, the movement is registered. The count and duration of such product interactions are reported to the server.

The solution enables the store to track product-specific conversions of individual products across the shop floor. Unlike traditional metrics, which only analyze sales reports, the store can measure consumer interactions with individual units prior to the point of sale, revealing key insights on items sold and unsold. Assisted by the sensors, the analytical backbone of the solution creates relevance around each interaction.

Point-of-Interest Advertising

The platform enables retailers to assign specific in-store advertisements for individual products using an iPad application. Once a customer picks up a product, the iPad application displays the assigned advertisement on a screen nearby. By displaying product-specific advertisements in real time, stores can grab the attention of shoppers while offering additional information about products.
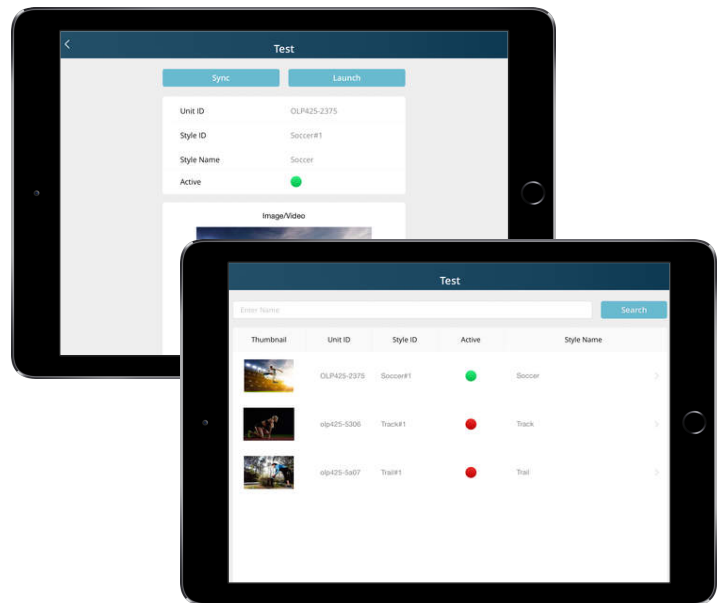
KEY FEATURES

- ❖ Product movement detection algorithm coupled with BLE sensors
- ❖ View count and duration of product-specific interactions
- ❖ Hourly, daily, and monthly analytical reports on customer-product interactions
- ❖ Spot advertisements triggered by customer-product interaction

BUSINESS BENEFITS

Provides valuable insights into product-specific conversions

Enables planogram revamp to optimize product placement and prepare for seasonal sales

Obviates consumer involvement and reliance on personal information to generate in-store analytics reports

Helps to create offers based on shoppers' purchasing patterns

Maximizes customer engagement through spot advertisements

Technologies

iOS

RAILS

Bluetooth® SMART

QBurst