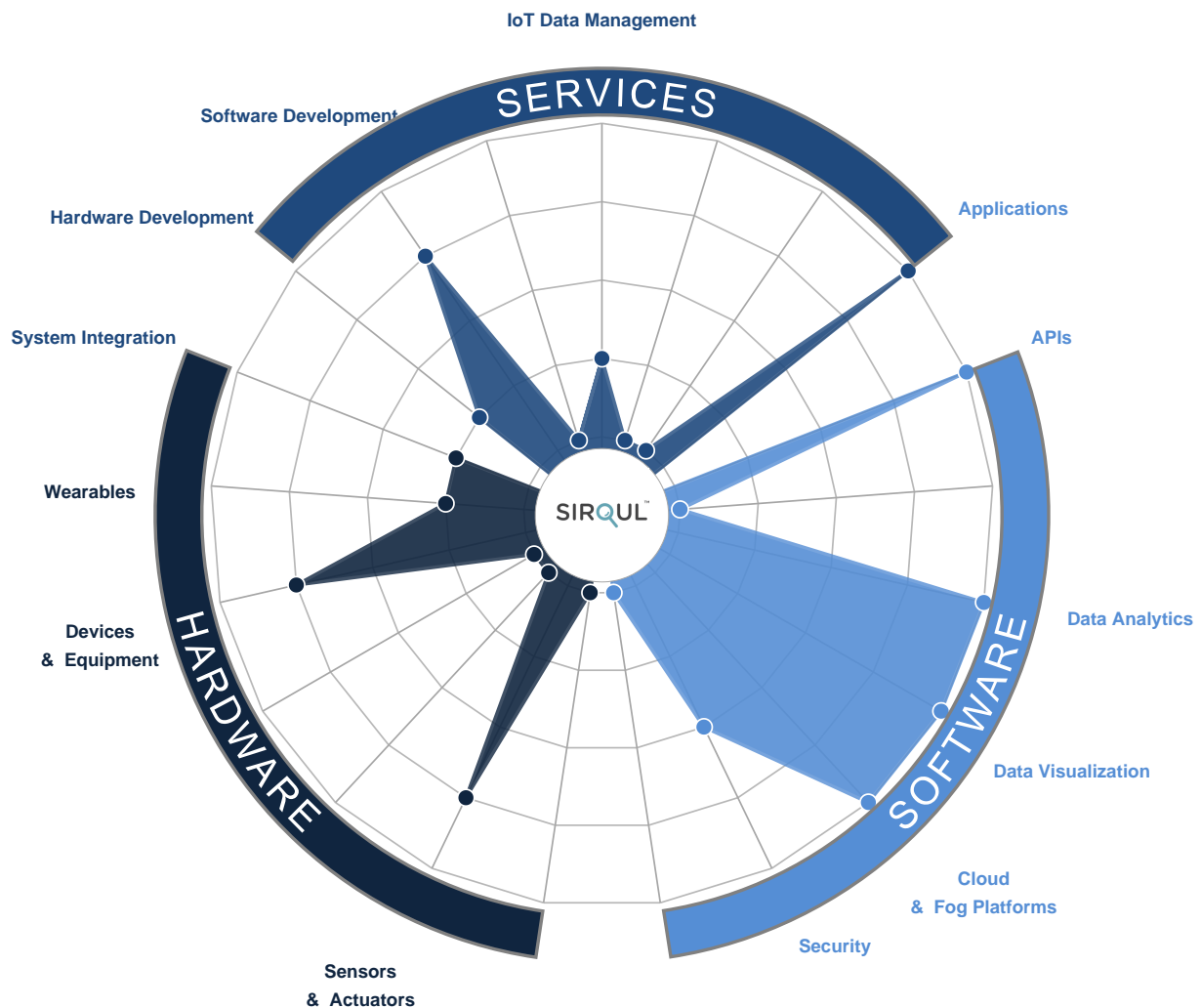


SIRQUL™

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How Sirqul's IoT Platform is Crafting Carrefour's New In-Store Experiences



Overview

Applicable Industries



Consumer Goods



Food & Beverage

Applicable Functions

Generally Applicable

Use Cases



Indoor Positioning System (IPS)



Real-Time Location System (RTLS)

Connectivity Protocols



Bluetooth



Cellular



Wi-Fi

Challenge

Carrefour Taiwan's goal is to be completely digital by end of 2018. Out-dated manual methods for analysis and assumptions limited Carrefour's ability to change the customer experience and were void of real-time decision-making capabilities. Rather than relying solely on sales data, assumptions, and disparate systems, Carrefour Taiwan's CEO led an initiative to find a connected IoT solution that could give the team the ability to make real-time changes and more informed decisions.

Prior to implementing, Carrefour struggled to address their conversion rates and did not have the proper insights into the customer decision-making process nor how to make an immediate impact without losing customer confidence.

Customer

Carrefour, a leading multi-national retailer

Solution

Today with new digital technologies, retailers can now develop and deploy in-store

analytics to gather a deeper understanding of customer behaviors and optimize in real-time to improve store efficiencies and customer experiences.

Carrefour Taiwan partnered in a cooperative effort with Sirqul on a smart retail implementation to transform into a more immersive, connected experience for both customers and staff. New experiences were enabled and centered around discovering the customer journey and leveraging devices with artificial intelligence and machine learning algorithms to alter in-store experiences in real-time.

Measuring behavior in the physical world and acting on this data enables retailers to make an impact on the customer journey and experience a sales lift.

This new digital technology called Edysen, enables retailers to track shopper behavior (without an app) on an aggregate and anonymous level in order to get a better understanding on how to attract, engage, and retain customers.

Sirqul's patented Edysen devices blend into the environment and detect WiFi and BTLE pings from phones. The data captured is specific to the device and is non-personally identifiable. The technology then extracts data and in real-time to kick-off an event or series of events including triggers, alerts, automation, promotions, alter digital signage, and more.

Data Collected

Leveraging advanced location-aware Edysen devices and artificial intelligence, Sirqul provided daily insights and KPIs into store performance that helped to drive change and make an impact on their stores.

The solution captured visits, repeat visitors, movement, heatmaps, customer paths, and dwell time by area. Analyzing traffic behaviors, Sirqul provided insights into anomalies that needed investigation and action. Notifications and alerts were created to send alerts to associates when a customer needed help or assistance. A closed loop temperature monitoring system was also put in place to monitor the journey from transport to in-store, ensuring freshness, quality of goods, and integrity of services delivered to customers. Operational triggers in place also caught a freezer's temperature steadily decreasing due to an open door and immediately fired off a notification to a store associate to close.




Solution Type

IOT




Solution Maturity

Cutting Edge (technology has been on the market for < 2 years)

Operational Impact

-
- | | | |
|---|-----------|---|
|  | Impact #1 | Data analytics on how customers were shopping and engaging with real-time offers and smarter messaging to customers |
| <hr/> | | |
|  | Impact #2 | Notifications to employees to improve the customer experience and operational efficiencies |
| <hr/> | | |
|  | Impact #3 | More effective store operations (labor optimization, staff effectiveness, product placement etc.) |
-

Quantitative Benefit

-
- | | | |
|---|------------|--|
|  | Benefit #1 | Carrefour moved from revenue only in-store analytics to real-time behavioral analysis and alerts and expect to gain a new perspective on how customer and staff engagement directly impacts operations |
| <hr/> | | |
|  | Benefit #2 | Operational and temperature monitoring will cut energy costs dramatically |
| <hr/> | | |
|  | Benefit #3 | Cross-correlation of newly discovered data with traditional sources such as inventory, staffing, and customer LTV to deliver additional insights |
-

How Sirqul's IoT Platform is Crafting Carrefour's New In-Store Experiences

Digital transformation poises Carrefour for success with new opportunities to engage customers

Up until now, e-commerce led the way on funnel metrics through the customer journey where online insights could not compare to offline. Today with new digital technologies, retailers can now develop and deploy in-store analytics to gather a deeper understanding of customer behaviors and optimize in real-time to improve store efficiencies and customer experiences.

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Carrefour Moves from Revenue Only In-Store Analytics to Real-Time Behavioral Analysis and Alerts

Out-dated manual methods for analysis and assumptions limited Carrefour's ability to change the customer experience and were void of real-time decision making capabilities. Rather than relying solely on sales data, assumptions, and disparate systems, Carrefour Taiwan's CEO led an initiative to find a connected IoT solution that could give the team the ability to make real-time changes and more informed decisions.

Prior to implementing, Carrefour struggled to address their conversion rates and did not have the proper insights into the customer decision making process nor how to make an immediate impact without losing customer confidence.

The insights gathered quickly turned into their competitive advantage and altered customer experiences forever. Mobile, digital, and associate experiences are now tailored and integrated into their overall strategy.

“To understand shopper behaviors means quickly and accurately analyzing many data sets to separate the noise from meaningful signals,” said Rami Baitieh, CEO of Carrefour Taiwan. “Those insights then need to orchestrate action in real-time – whether that means personalizing the mobile experience, in-store display or repositioning products within the store.”

Strategy to Execution - Carrefour Responds to the Market Faster with Sirqul

“Carrefour Taiwan’s goal is to be completely digital by end of 2018. We’re looking to Sirqul’s IoT platform and Edysen technology for help and assistance in reaching this milestone,” said Baitieh.

Carrefour selected Sirqul to help drive insight and action with a “Smart Retail” experience centered around the retail purchase decision journey. Leveraging advanced location-aware Edysen devices and artificial intelligence, Sirqul provided daily insights and KPIs into store performance that helped to drive change and make an impact on their stores. This awareness drove things such as:

- Real-time offers and smarter messaging to customers
- Data analytics on how customers were shopping and engaging
- Notifications to employees to improve the customer experience and operational efficiencies
- Cross-correlation of newly discovered data with traditional sources such as inventory, staffing, and customer LTV to deliver additional insights
- More effective store operations (labor optimization, staff effectiveness, product placement etc.)

The solution captured visits, repeat visitors, movement, heatmaps, customer paths, and dwell time by area. Analyzing traffic behaviors, Sirqul provided insights into anomalies that needed investigation and action. In one case, Carrefour discovered long dwell times around an item, but poor conversion rates. After realizing customers were confused by poor signage, they quickly addressed across all stores, resolved the issue, and saw a sales lift. Furthermore, notifications and alerts were created to send alerts to associates when a customer needed help or assistance. A closed loop temperature monitoring system was also put in place to monitor the journey from transport to in-store, ensuring freshness, quality of goods, and integrity of services delivered to customers. Operational triggers in place also caught a freezer’s temperature steadily decreasing due to an open door and immediately fired off a notification to a store associate to close.

Sales data only provides one line of sight into the “what”, but lacks insights into the “who” and “why”. Building customer relationships is about understanding the intent and decision making process before even arriving at the checkout. “Why did sales drop dramatically on Saturday for Seafood?” Was it the location, improper staffing, poor signage, the promotion, lack of inventory, or traffic congestion? Combining real-time foot traffic analysis, dwell time, inventory, marketing campaign data, weather, sales data, and more - delivers Carrefour a complete picture to answer these questions in a fast and agile manner. The solution now provides Carrefour a path to scale across all departments and stores, flexibility to incorporate additional functionality, and the ability to anticipate enhancements of the future.

“With Sirqul in place, both parties expect to gain a new perspective on how customer and staff engagement directly impacts operations”, said Robert Frederick, CEO and Founder of Sirqul. “Empowering Carrefour with unparalleled insights and leveraging the same platform to take action - is our mission in crafting a smart retail experience.”



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