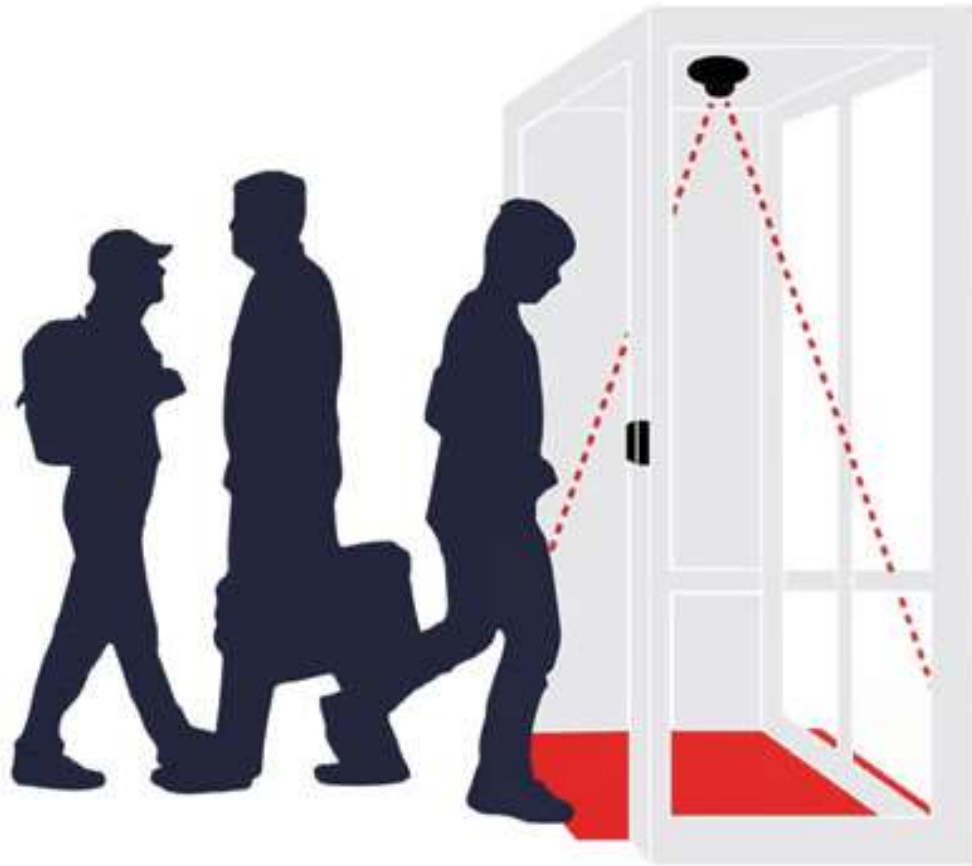# link

CASES

FOOD
WASTAGE

SPACE
MANAGEMENT

VIDEO
ANALYTICS

RETAIL
SOLUTIONS

REAL TIME
Increase TRAFFIC
Increase SALES
Increase CONVERSION RATE

TEXTILE STORES

CASE

PEOPLE COUNTING &

CONVERSION RATE

How many people are visting a store and how many is buing something? This is one of the core KPI's in retail –and a number that most shopkepers have an eye on.

CASE SUMMARY

ACCURATE PEOPLE COUNTING & CONVERSION RATE

Visitor counting numbers combined with sales figures reflect the most basic and beneficial KPI, namely conversion rate, in order to evaluate the performance of stores.

For this chain of textile retailers, they had an ok traffic – meaning there where quite many visitors to the stores. The problem was that only 11 out of 100 visitors bought something. They did not know that the numbers was this low. When they started to focus on conversion rate and active sales, the numbers went up immediately.
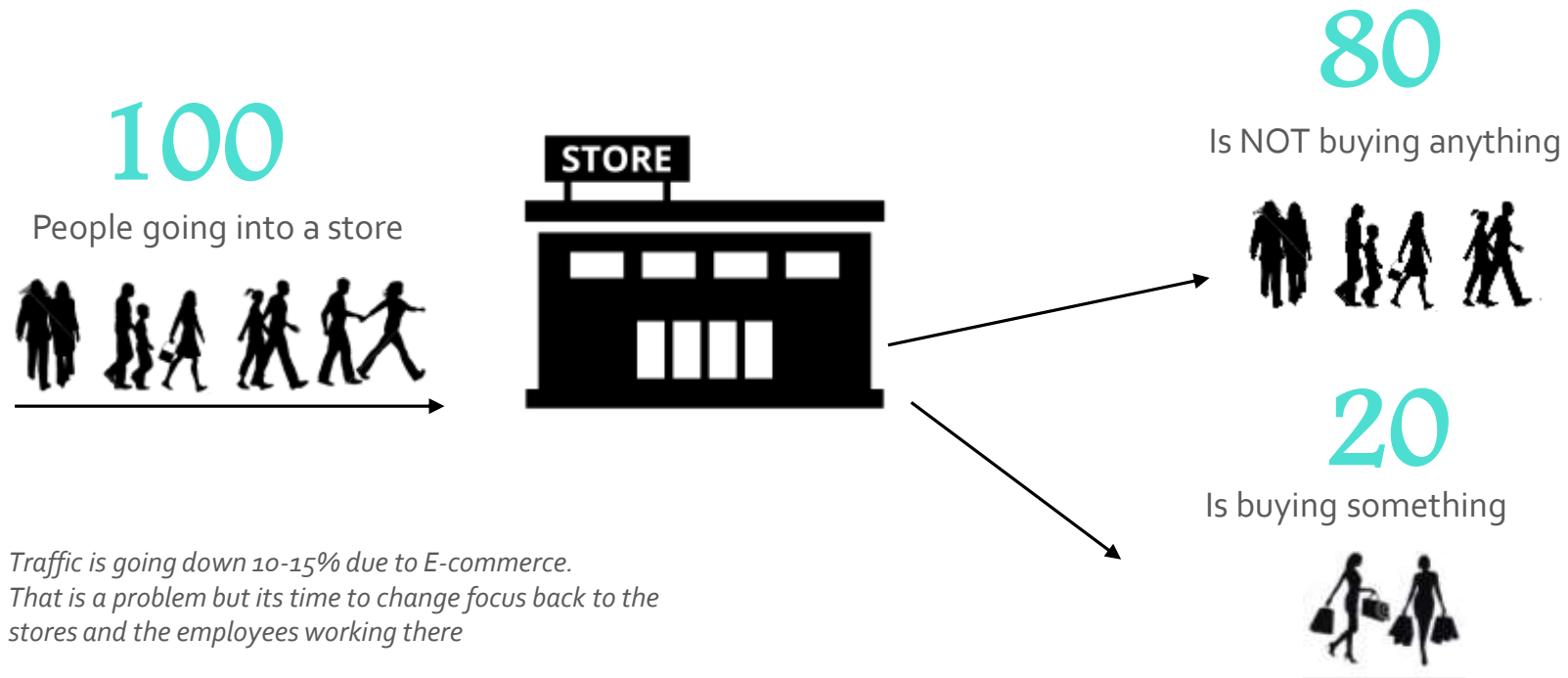
WHAT IS CONVERSION RATE?
THE ONLY WAY TO MEASURE RESULTS IN AN OBJECTIVE WAY.

CONVERSION RATE =

$$\frac{\text{INCREASE SALES / NO OF VISITORS BUYING}}{\text{INCREASE TRAFFIC / NO OF VISITORS}}$$

$$15\% = \frac{15}{100}$$

MOST PEOPLE ARE NOT BUYING ANYTHING

80-85% are not buying / normal conversion rates for most stores 15%-20%

80

Is NOT buying anything

100

People going into a store

20

Is buying something

*Traffic is going down 10-15% due to E-commerce.
That is a problem but its time to change focus back to the
stores and the employees working there*

Huge Variations Among The Stores Is An Opportunity For Quick Wins

EXAMLE	No of products each customer	Average shopper nota	No of visitors every week	No of shoppers every week	
Current situation	1,48	560	2200	330	15 %
Typical variation	1,0 -2,3	375- 1084	360-2880	120-534	10-35%
Objective?	2.0	600	2600	520	20%

WHAT IS MEASURED AND COUNTED IS DONE.
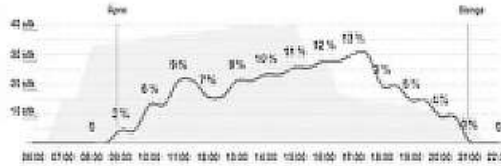
WORKFORCE MANAGEMENT

Numbers of employees
at works versus number
of customers

>

To few people at work
means SOLD OUT

>

To many people at
work means to high COSTS

Employees arrive early when there are few shoppers.
There are too few people at work when there are most
shoppers inside.

Employee schedule into the report KPI TRAFFIC / EMPLOYEE RATIO

STAFF EXCLUSION
GENUINE AI TECHNOLOGY

Count customers, not staff

- Super low hardware cost
- AI powered accuracy: +95 %
- Tracking of individual shoppers
- Perfect "single shopper journeys"
- Segmentation of shopper profiles
- Occupancy & visiting time
- GDPR safe

CASE

50 TEXTILE STORES

11% conversion rate when we started

TEXILE RETAIL CHAIN

CONVERSION RATE 11%. NO HUGE VARIATIONS IN DAILY TRAFFIC

Conversion rates/ Weeks	23	24	25	26	27	28	29	30	31	32	Average YTD
SHOP 1	35	32	34	34	36	33	35	26	27	26	34%
SHOP 2	28	32	29	25	22	21	31	30	29	31	30%
SHOP 26	10	12	15	14	9	12	11	11	9	10	11%
SHOP 27	9	11	11	10	17	18	17	9	10	11	11%
SHOP 49	3	3	4	6	7	5	4	5	4	5	5%
SHOP 50	6	5	4	4	3	8	3	2	7	4	4%

TOP 2

AVERAGE

BOTTOM 2

HUGE differences
Best and worst shops

HUGE differences
between weeks
for the same store

link
VIDEO
ANALYTICS

TEXILE RETAIL CHAIN

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SHOP 27	9	11	11	10	17	18	17	9	10	11	11%
SHOP 49	3	3	4	6	7	5	4	5	4	5	5%
SHOP 50	6	5	4	4	3	8	3	2	7	4	4%

TOP 2

AVERAGE

BOTTOM 2

HUGE differences Best and worst shops

HUGE differences between weeks for the same store

Week 27–29 was summer holiday for regular store employees. Summer employees sold more…

HOW TO INCREASE THE CONVERSION RATE ?

The CONVESION RATE will increase as soon as you start focusing on it.

- For this customers we installed counters and measured the conversion rate for four (4) weeks.

- The baseline results for the chain was a conversion rate of 11%

- Then we started to give this a FOCUS and after 6 weeks the conversion rate increased from 11% to 15%. We did not do anything else than giving this a focus show the results to the employees EVERY DAY.

SALESTRAINING for shopkeepers

- Train the trainer with all shopkeepers

- The conversion rate increased from15% to 18%

- Over the next 12 weeks with close following up – the conversion rate increased from 18% to 21%

1

Share results with employees

2

Sales training
OPEN–SELL–CLOSE

THE RESULTS WILL IMPROVE FAST WHEN EVERYBODY GET TO KNOW THEIR DAILY RESULTS.

TOP QUARTILE   25-35%

This is were the best performers are. They will love to see their results often – and will always fight to be number one. The results will og up as soon as they see their results.

AVERAGE PLUSS   13-24%

These performers are ok – and pretty satisfied. They will be ok to stay where they are. Some will be ambitious and grow fast while others will stay as they are.

AVERAGE   10–12%

AVERAGE MINUS   6-9%

Both these two groups will grow much and fast. They do not like to be average –or even under average. Now when the know they will really speed up to improve.

BOTTOM QUARTILE   0-5%

This is the group with pretty hopeless performers that neither WANT to improve or KNOW how to do so. They will improve a little (being afraid to loose their job)

TOP – AVERAGE – BOTTOM
for a retail Chain

Traffic

Tue 25. Sep
- Average: **842 people**
- Bottom–Top: **342 people – 2,225 people**
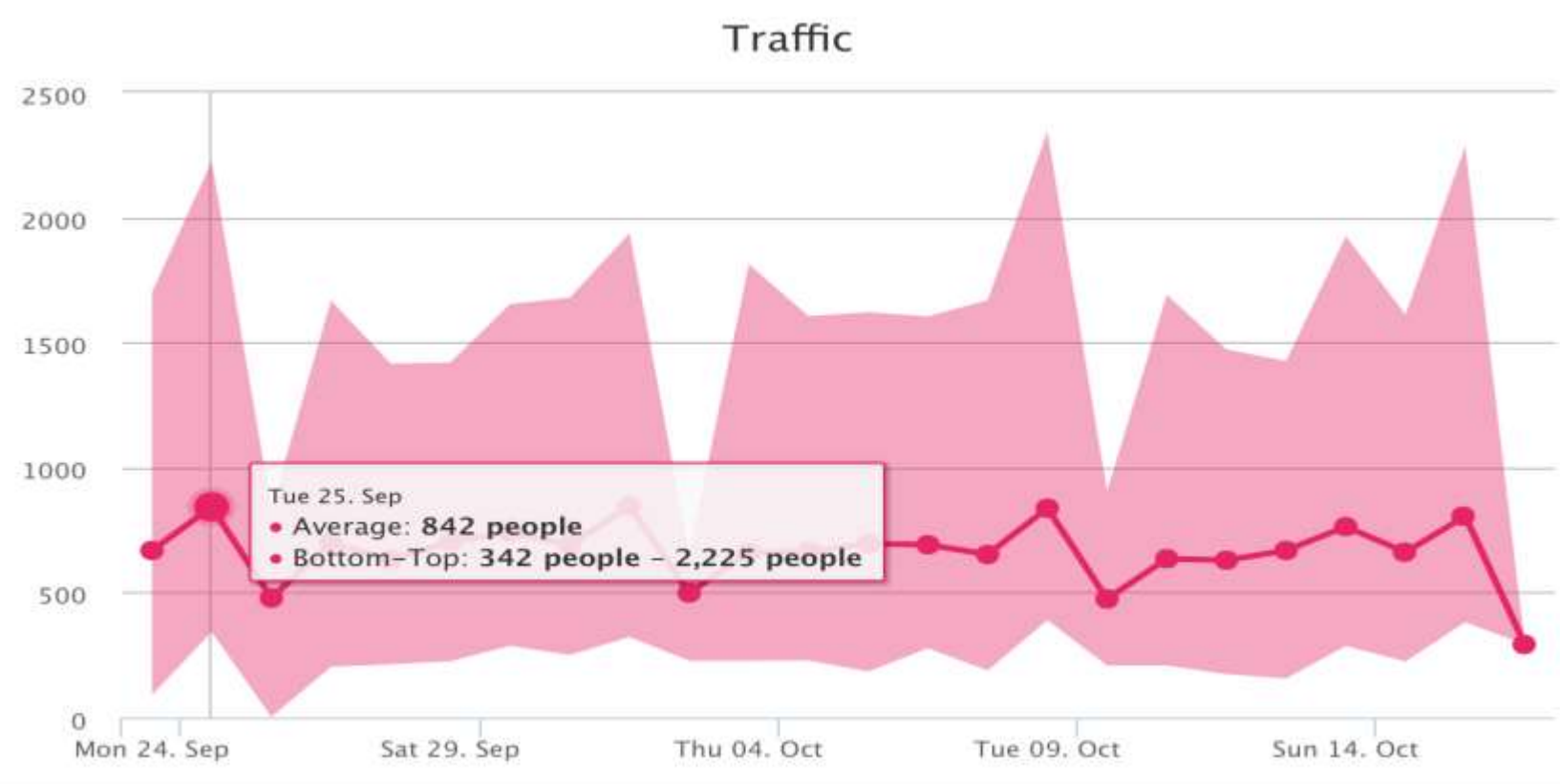
This is normal differences within a retail change – especially in the beginning when measuring these numbers. It even out after a while.