

Case Study – Implementation across 300+ Retail Stores

Implementation of StoreScript® In-Store Analytics Solution at one of the largest Retail chains in India.

Customer Requirements / Challenges

Customer wanted to automate capture of accurate footfall along with demographics and other parameters. It was being measured across its hundreds of stores PAN India but manually and had high chances of data manipulation. Also in their premium stores, they wanted better management of queues at billing counters.

Implemented Solution:

Aurify's StoreScript® solution was implemented across 300+ stores PAN India which provided following analytics with highest accuracy

- ✓ Automated Footfall measurement through existing CCTV cameras
- ✓ Regulating Walk-Ins in each store through People Counting technology
- ✓ Auto elimination of Customers, Staff & Children from overall count
- ✓ Gender demographics
- ✓ Customer Clothing Color analytics
- ✓ Queue Management at POS counters and common queue
- ✓ Auto monitoring of POS counters to check if they are manned/unmanned
- ✓ Real Time Dashboards with Email/SMS notifications

Benefits:

1. Switched to regional level strategy
2. Enabled focus on Men's merchandise
3. Conversions dashboards were available at real time
4. Clothing analytics for merchandising strategy
5. Better measures to check Marketing campaigns success
6. Higher customer satisfaction due to faster checkouts

Case Study – Implementation in Shopping Mall

Implementation of StoreScript® In-Store Analytics Solution at a premium mall

Customer Requirements / Challenges

Mall wanted to regulate customer traffic entering the mall at real time to control crowd during pandemic times. Also they wanted to capture basic analytics as apart of customer profiling.

Implemented Solution:

Solution provides the following

- ✓ Regulating traffic by real time monitoring of 9 entry/exit gates (People Counting)
- ✓ Notifications when number of customers in the mall reach the set threshold
- ✓ Footfall capture
- ✓ Auto exclusion of Staff & Security
- ✓ Gender demographics
- ✓ Exclusion of children from footfall
- ✓ Browser based dashboards with email notifications at real time

Benefits:

1. Automated regulation of traffic
2. Enabling social distancing
3. Adherence to government regulations
4. Additional Customer Profiling analytics available
5. Real time notifications