How to Maximize Sales & Improve CX with Integrated In-Store Data

Understanding the relationship between footfall & sales with a data-driven approach

The Inevitable Force of Data

Improving customer experience (most often referred to as CX) is one of the hottest topics in retail right now. However, 'above and beyond' CX can't be achieved without the help of data and all it encompasses.

Data - and more specifically how data is used - shapes our everyday lives. You might not realize it, but data accompanies you throughout almost every aspect of your life. It influences what content we interact with on social media, what TV shows we stream, what music we listen to and, most importantly, what we buy and who we buy it from.

Using and understanding data - and getting it in real time - is essential if you wish to optimize your store and improve CX.

As forward-thinking retailers, you are probably already aware of the concept of data. You use data every day to help maximize your sales and improve CX. However, you mostly utilize data to optimize with your online and digital sales channels.

What if we told you the same approach to data can help maximize your sales and improve CX in your physical stores, as well?

In this guide we will show you:

- **Why harnessing the power of real time in-store data is crucial for building your stores of the future**
- **The benefits of having an integrated approach to data**
- **The tools that will help you maximize sales and improve CX**

Data is the Springboard to the Future

Despite the digital boom, your physical stores - and physical retail - are still where the majority of commerce happens and the most important aspect of your business.

But the role of the store is changing.

According to Zebra's annual shopper study The Essential Shopper Experience: Safety, Speed and Convenience: "Although shoppers continue to move to online and mobile, in-store shopping is still alive and necessary for retailers to provide a seamless omnichannel shopping experience. Customers expect safe, convenient, and integrated experiences from retailers wherever and however they shop. Retailers need to fully digitize and optimize to adapt to shoppers' flexible shopping habits."

In short, your stores need to do more. You need to give consumers a reason to visit. As well as convenience and choice, creating an experience in your stores is all part of the successful physical retail package.

Your physical stores are the jewels in your crown for delivering the kind of experiences consumers increasingly want.

This is why physical retail is moving towards the 'store-as-showcase' model, in which technology is combined with showcasing a small number of trending or popular items. In stores like Nike's members-first Rise store or CDLP's 'kind of pop-up' in the heart of Stockholm, technology and the physical space work in harmony to make sure the customer always gets the best possible experience.

What's more, according to Econsultancy, your customers will increasingly seek out physical stores that are efficient, effective, and give them an 'immersive experience.'

And this is why data is your best friend.

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Data will talk if you're willing to listen and, in order to deliver these kinds of experiences and create stores of the future, you have to listen to data.

This is where technology comes in.

Increasingly, retailers like you are combining best-of-breed software to optimize the way their stores run and give their customers an above-and-beyond experience every single time.

> By optimizing the store lay-out based on purchasing data, you can increase sales and profits while, at the same time, boosting CX.

A great example of this is when a footfall software counter system is combined with a modern mobile POS. Integrating these two systems means you are able to do things like change your store layout based on how your customers interact with your products while in-store.

By optimizing the store lay-out based on purchasing data, you can increase sales and profits while, at the same time, boosting CX. Furthermore, real-time data allows you to react instantly to any external circumstances that may be affecting sales.

To summarize, ignoring data is something you do at your own peril. If you integrate data from multiple systems in one place, you can make better decisions that will help you increase sales and improve CX.

The Benefits of an Integrated Approach to Data

When you integrate systems, like a footfall software counter- and a POS system, across store locations, you can analyze footfall traffic data, sales conversions and identify opportunities to improve customer engagement and increase profits.

Let's look a little closer and see what this looks like in practice.

Footfall counter leverages intelligent sensors to measure the number of people entering and exiting a building or an area within it. You can use this technology to help measure the performance of your stores.

A modern, cloud-native POS gives your store associates everything they need to run your stores smoothly and efficiently while delivering a seamless customer experience. Whether you use a mobile device or station your POS using a tablet, it's the same solution.

The data from the two systems combine to make it easier for you to run your stores and to give your customers what they want.

Here's how:

1. Make better decisions

Data helps you make better decisions and, typically, these decisions will center around making money, reducing costs, and boosting efficiency. The primary benefit of using this technology is the potential to boost sales.

By gathering data on a customer's movements within a store - and linking this data to what your customer has purchased - you can see what factors have influenced the purchasing journey and optimize your store accordingly.

Maybe it was a particular promotion that grabbed their attention, a new product launch, or simply a seasonal display - whatever the catalyst, you'll be able to see it and act accordingly.

Simply put, you can increase profit margins by using data to make better decisions.

2. Make best use of your space

This data also gives you the information you need to make best use of your physical space. You can see if there are bottlenecks and - through heatmaps - see where the majority of footfall is. Furthermore, you can also place products to encourage impulsive purchases whenever you identify dwell times and zones. Maximizing the potential of your space can help you ensure all your physical stores are performing to the best of their abilities.

3. Give customers what they want

Retail is simple; your job is to give your customers what they want, when they want it. By analyzing the data from the footfall counter and your POS, you can step inside the mind of your customer and see the relationship between their behavior and purchases.

Knowledge is the key to understanding and, once armed with this knowledge, you're in a much stronger position to understand your customers and give them what they want.

4. Take your marketing to the next level

It's not just data on how your customers behave you can use to optimize your store, it's data about your customers. For example, smart sensors can now determine a customer's age and gender. This information helps build customer profiles for highly targeted marketing campaigns.

You can also compare the performance of your campaigns and activities over time across different locations. By taking this approach, you can benefit from insights into internal and external factors that may have a potential impact on your bottom line.

Whenever you track customer engagement and sales conversion rates, you are able to fully understand what worked well and what didn't. This provides an opportunity to adapt specific initiatives, refine tactics, or go back to the drawing board.

To summarize, whether it's developing aggressive marketing strategies, hiring more staff, or making a data-driven suggestion at different points within your store, improving profit margins is much easier when you use data to make better decisions.

Vemco Footfall Counters, Sitoo POS & Next Steps

Vemco Group and Sitoo are two companies committed to bringing the future of retail to life, transforming CX, and helping global retailers enjoy greater profit margins.

Footfall data - provided by Vemco - is like web analytics for your brick-and-mortar store. Instead of tracking the number of visitors to an online store, you follow and measure the number of visitors to your physical store.

Whenever a customer enters your store, smart sensors will be alert to it (with a minimum accuracy of 98%). Sensors around the store will monitor their movements, dwell times, and gender distribution until they exit the premises.

These sensors take the form of 2D, 3D, and 4D cameras, thermal monocular network-based counters, and local infrared counters. All this data is collected and shared in real-time with Vemco's cloud-based analytics software.

Vemcount Analytics highlights the parallels between retail data and data collected from other sources like footfall traffic, heat maps, and more. This approach allows retailers to access deep insights and make intelligent data-driven decisions.

You can also quickly integrate Vemco's footfall data with your favorite tools like BI, ERP, and (of course) POS platforms. This approach helps businesses discover patterns and correlations in the data from disparate sources.

Sitoo is a unified commerce platform anchored by POS. Sitoo gives you the power to deliver one unified experience across all your sales channels.

Your customers expect the same experience regardless of the touchpoint from where they interact with your brand. For them, there is no difference between your eComm, a social media marketplace, your physical stores, or a pop-up store. From your customer's perspective, they are all one and the same.

With an open architecture and an API first approach the Sitoo Unified Commerce Platform is designed for easy integration and speedy evolution. When the platform is anchored by your POS, it enables your store associates to be the central and driving part of delivering a seamless and continuous customer journey.

Sitoo POS is designed to make life easy for store associates, to enable them to meet new shopping behavior, and deliver an 'above & beyond' customer experience.

Combining state-of-the art technology, in the form of Vemco's footfall software counter system and the cloud-native Sitoo POS, provides a better understanding of how customers behave inside your store, what factors influence their purchases, and what you can do to optimize your store. This information provides opportunities to promote products on digital screens around the store, make recommendations, upsell, and cross-sell.

What's more, the footfall data is available, in real time, in the Sitoo KPI dashboard.

For more information about both these solutions and how they can benefit you and your business, visit sitoo.com or vemco.group.

About Sitoo

Sitoo is a cloud-native POS and Unified Commerce Platform for global retailers. The game-changing solution is built for easy integration, enabling retailers to unify all physical stores and online sales channels in real-time.

Retailers can sell and fulfil everything from anywhere and handle returns everywhere, letting customers shop on their terms. Sitoo is a world-leading Swedish tech company trusted by 300+ brands and retail chains in Europe, Asia-Pacific, and North America.

About Vemco Group

Vemco Group are pioneers in footfall and retail analytics. Since their analytics solution, Vemcount, was created in 2008, Vemco Group has provided their clients with insights about customer behavior.

In close dialogue with their partners and customers, they continuously evolve Vemcount to meet every expectation and need. Vemcount is configurable, device-independent, and available as a hosted- or private cloud-based solution to work seamlessly with existing ERP, POS-, and BI-systems.