

Fact Sheet

FUJITSU Retail Solution – Engagement Analytics

Delivering actionable shopper engagement intelligence in real-time to improve the shopping experience and store performance

Challenges

Creating a unique and engaging shopping experience is critical to driving store sales and is vital to retailers' success. However, most retailers today lack definitive insights into their shoppers' behavior in the store. In the online world, much more is known about shopper behavior— every login to a website, click and purchase is analyzed in real-time. In the store-centric world, where shoppers experience the retailers' brands first-hand and continue to make the vast majority of purchases, most retailers have no credible source for accurate shopper location-based real-time intelligence. Retailers today need a reliable way to track, capture, dissect and analyze shopper behavior and engagement in real-time with precision, scale and effectiveness.

How we can help

The FUJITSU Retail Engagement Analytics solution provides retailers with an effective way of understanding and analyzing shopper behavior in real-time while they are in the store. Using this solution, retailers can obtain the actionable insights they need to:

- Optimize product placement, floor plans and staffing based on shopper location insights
- Respond in real-time to shopper traffic and proactively address operational needs
- Analyze traffic trends and correlate them with sales data, such as POS conversion rates
- Understand customer engagement (dwell time) between different departments and its correlation with actual conversion
- Manage queue length and wait times to provide superior customer experience

- Compare and benchmark store performance against other stores, regions or the chain
- Develop fact-based trend data to anticipate operational needs more effectively
- Enhance operations, the shopper experience and improve the bottom line

How it works

The FUJITSU Retail Engagement Analytics solution collects data from multiple sources, such as in-store WiFi or camera feeds, and integrates it with sales data, such as POS conversion rates, or external information, such as local weather, to provide insights that retailers need to enhance store operations and improve the shopper experience.

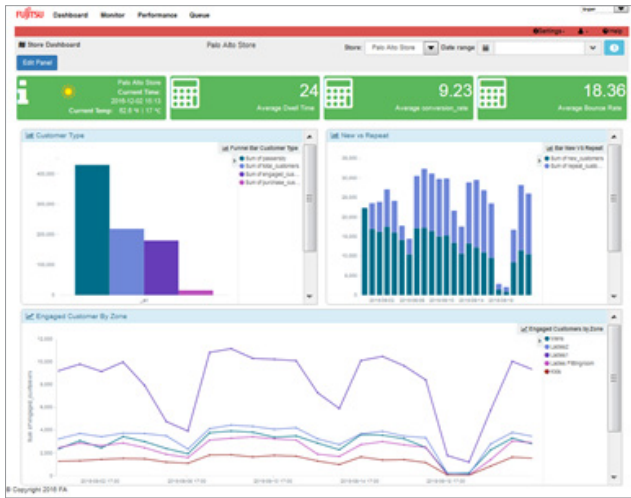
With this solution, store managers can monitor and manage store performance in real-time using intuitive dashboards and reports which deliver detailed analysis of important in-store metrics such as number of new and repeat customers, number of customers by time and by department, and average shopper dwell time of each department. Utilizing Fujitsu patented Flow Discovery Technology, the Retail Engagement Analytics solution can also discover the most frequent routes taken by the customers. And the heat map visualizes which area of the store attracts the most traffic.

Relying on comprehensive Business Process Management capabilities, Retail Engagement Analytics helps retailers turn shopper insights into action. Alerts can be sent to store associates to enable proactive actions. This helps retailers to maximize sales opportunities and improve



The problem

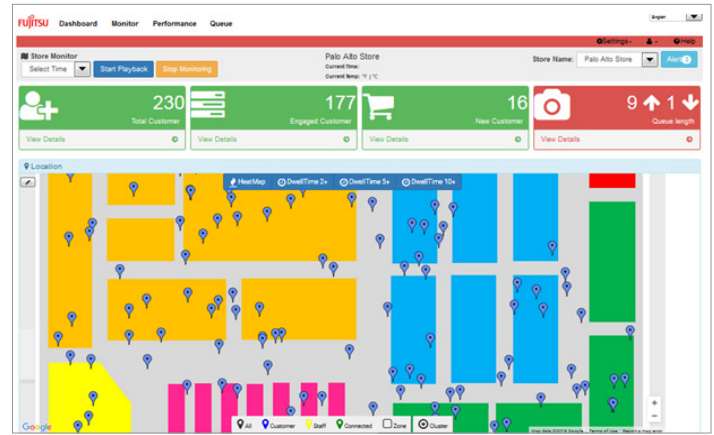
- Retailers know very little about their customers' shopping behavior in the store
- Retailers lack the ability to proactively respond to customer traffic flow and make effective real-time operational improvements
- Retailers are making important decisions regarding store operations based on subjective opinions rather than hard facts
- Effectively meeting customer expectations for a personalized in-store shopping experience is hard to achieve



Store dashboard shows critical statistics about customer engagement such as number of visitors, dwell time, traffic trend and conversion rate.

customer satisfaction by allocating store staff to align with traffic patterns and engaging with shoppers while they need assistance on the store floor.

The FUJITSU Retail Engagement Analytics solution is delivered as a cloud offering, on a platform that is specially designed for analytics with a high performance database. The solution is built from the ground-up with maximum security and privacy in mind -- all key data fields have been one-way hashed to help maximize privacy and security. To address customer and country-specific privacy policies, Fujitsu can also deliver this solution over the Fujitsu secure private cloud to meet custom security requirements.



Find the hot spot or dead zone by visualizing traffic density on floor map

Fujitsu is delivering comprehensive retail centric services and solutions to over 500 retailers in 53 countries and powering over 82,000 stores worldwide. With more than 50 years' experience in retail and a broad portfolio of retail solutions backed by enterprise ICT products and services, we are in a unique position to deliver retail solutions that meet retailers' expectations world-wide.

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Fujitsu green policy innovation

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Contact

FUJITSU AMERICAS.
Address: 1250 East Arques Avenue Sunnyvale, CA 94085-3470, U.S.A.
Telephone: 800 831 3183 or 408 746 6000
Website: <http://solutions.us.fujitsu.com>
Contact Form: <http://solutions.us.fujitsu.com/contact>

Have a question? Email us at: AskFujitsu@us.fujitsu.com