

Fact Sheet

FUJITSU Retail Solution – Engagement Analytics

Delivering actionable shopper engagement intelligence 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 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 while they are in the store. Using this solution, retailers can obtain the actionable insights they need to:

- Optimize floor plans and staffing based on shopper location insights
- Respond proactively to shopper traffic and address operational needs
- Analyze traffic trends and correlate them with sales data, such as POS conversion rates
- Understand customer engagement between different departments and its correlation with actual conversion
- 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

Fujitsu Retail Engagement Analytics collects location data from sources, such as Wi-Fi routers, and integrates it with sales data, such as POS conversion rates, to provide insights that retailers need to enhance store operations and improve shopper experience. The solution leverages advanced Connected Mobile Experience (CMX) from Aironet and Meraki technology from Cisco to monitor shopper location data with precision and reliability.

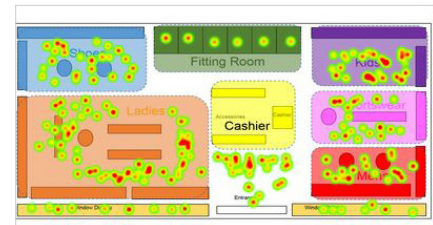
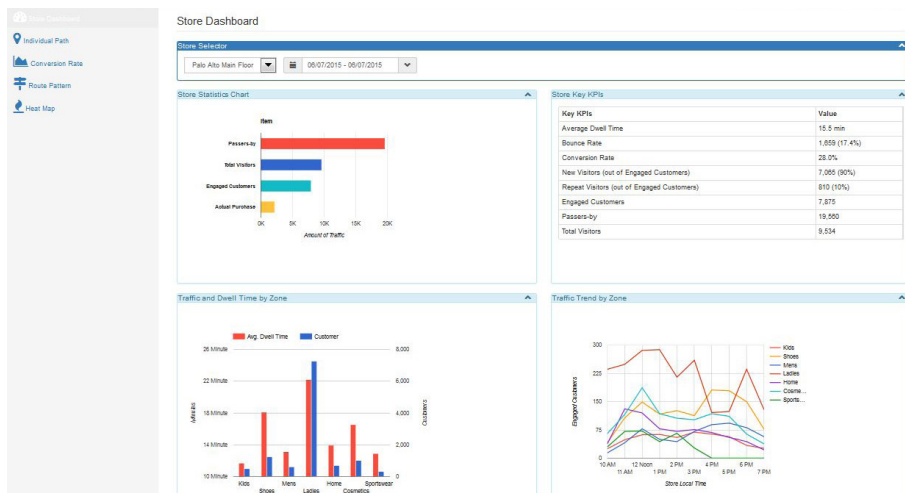
With this solution, store managers can monitor and manage store performance using intuitive dashboard and reports, which deliver detailed analysis of important in-store metrics, such as number of new and repeat customers, number of customers by time and by department, average shopper dwell time of each department, and real-time heat map of the store. 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, the 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 improvements
- Retailers are forced to make important decisions regarding store operations, store design and marketing 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.

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

customer satisfaction by allocating store staff to align with traffic patterns and engage 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.

Cisco Connected Mobile eXperience (CMX) and Meraki are Cisco's location-based services that use Cisco's wireless infrastructure to create

dynamic mobile experience through Context Aware Services(CAS). These solutions enable retailers to detect, connect and engage with shoppers. Leveraging Cisco technology enables Fujitsu Retail Engagement Analytics to offers retailers unparalleled location-based and context aware analytics with accuracy, performance and scale.

Fujitsu and Cisco are long-standing partners with an established record of working together to help solve business problems with innovative solutions. With Cisco's market-leading wireless infrastructure technology and Fujitsu's 50 years of experiences in delivering comprehensive retail-centric services and solutions to over 500 retailers in 53 countries, the combined offerings are uniquely positioned to deliver retail solutions that meet retailers' expectations world-wide.

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Fujitsu green policy innovation

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