



BEHAVIOUR. INSIGHT. ACTION.

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**NOTHING** IS MORE EXPENSIVE THAN **A LOST OPPORTUNITY**



Increase profits



Maximise Efficiency



Reduce Expenses



Improve Customer Service

Syenap means

**MAKING MORE MONEY  
HAPPIER CUSTOMERS  
REDUCING COSTS AND  
MAXIMUM EFFICIENCY**



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# Welcome to Syenap

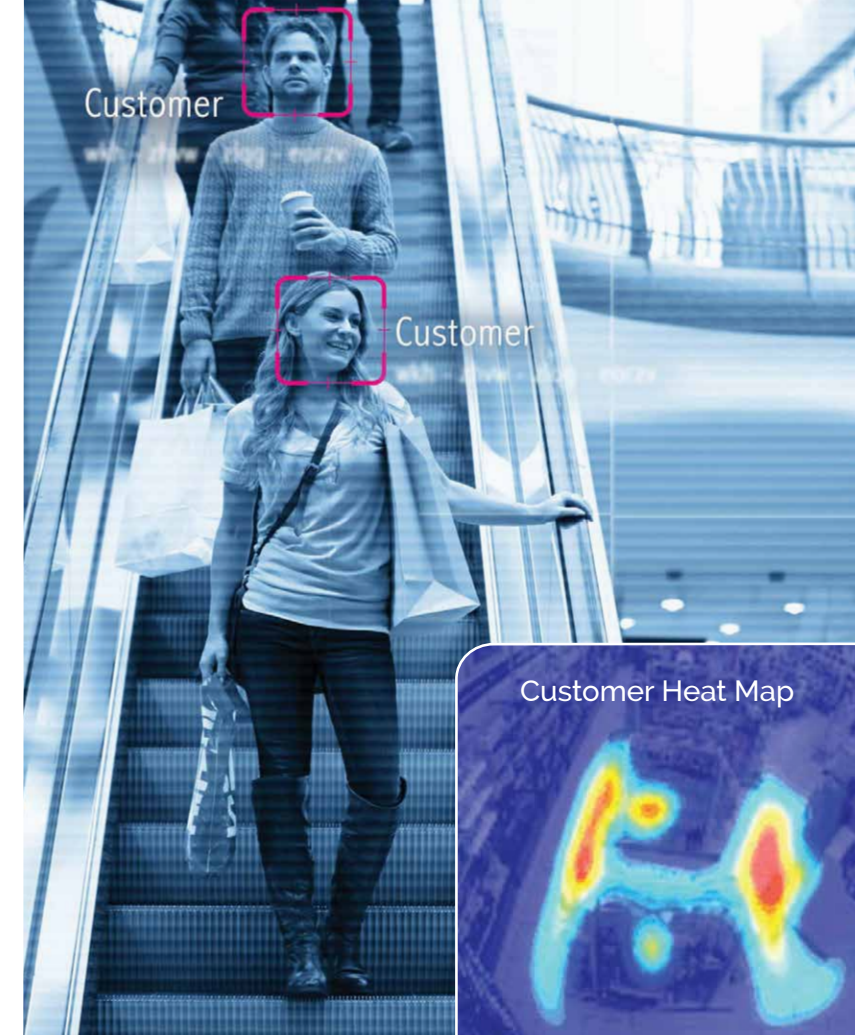
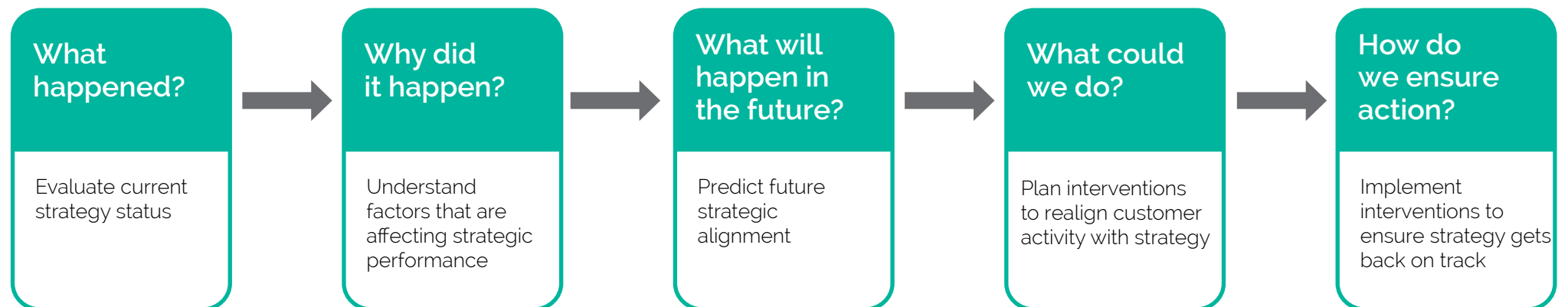
## WE MEASURE, ANALYSE, UNDERSTAND, PREDICT AND MONITOR. YOU MAKE MONEY.

Syenap is a leading analytics solution provider using on-site video and data feeds to understand, predict and impact customer activity and enable strategy alignment. Syenap increases your profit by providing cutting edge analytic solutions to measure, understand, predict and monitor customer behaviour in brick and mortar environments.

### SYENAP WORKS FOR YOUR BUSINESS

By monitoring customer journeys and identifying rhythms through our Visual Based Intelligence we provide real time access to this information. Syenap uses existing (or new) CCTV infrastructure, which means that we provide a cost effective and unique perspective to your world. This allows you to understand your customer behaviour and provides insights which can be turned into action. Syenap leverages data on the spot to directly impact the bottom line. You can intervene in store instantly, not tomorrow when the customer has left your store and it's too late.

### IT'S IN THE ANALYTICS





# Overview

## THE CUSTOMER AWARE REVOLUTION

Consumers today are more sophisticated, technologically savvy, and digitally connected than ever before. As a result, they are both more empowered in how, when, and where they shop and more demanding in what they expect from their experiences. In a world where customer needs and preferences are becoming a prominent factor in the race for competitive advantage, organisations cannot afford to be ignorant about customer behaviour. Syenap was created to provide insight into your unique customer profiles and habits, revealing vital information needed for tailoring and predicting your unique customer needs.

## CUSTOMER CONVERSION RATE

Conversion rate provides the opportunity of understanding how many visitors enter your space and how well you are doing in converting them into customers. Understanding these basics provides fundamental information that will effectively transform your organisation. For the first time you will understand how you are performing against opportunity.

We often hear the question, "What will conversion rate tell you that your current business intelligence does not?" Well consider the basic dynamics of retail. Increasing feet through the door means that you are successfully enticing potential new customers. But this is only half of what needs to happen, when those people are within your walls – they need to buy. Consider the fact that your current BI is success biased – it only tells you about those customers that did transact but what about those that felt frustrated by service and left, or viewed the length of the queue and said "No way". You would never know that they were even in your store. Syenap Analytics will change the way you do business.

## OUR SOLUTIONS

## TAILORED SOLUTIONS FOR DIFFERENT INDUSTRIES



### SYENAP RETAIL

Your retail space has a wealth of information and opportunity just waiting to be accessed. Use Syenap Retail Analytics to get the most out of your stores.



### SYENAP PROPERTY

Analyze shopper behavior to improve engagement throughout the shopping mall experience and pinpoint underperforming areas for greater operational efficiency.



### SYENAP ACTIVATIONS

Understand and measure your brand activation success to improve your services and increase your revenue.



### SYENAP BANKING

Customer activity in your bank is vital information to have. Improve customer experience based on data and ultimately raise the standards of your bank.



### SYENAP GAMING

By understanding how customers navigate the space, smarter decisions can be implemented with quantifiable results.

## SYENAP RETAIL

### RETAIL ANALYTICS SOLUTIONS



CONVERSION  
RATE



CUSTOMER  
COUNTING



CUSTOMER  
TRACKING



QUEUE  
MONITORING



QUEUE  
MANAGEMENT



WORKFORCE  
PLANNING



RESTOCKING



FRESH FOOD  
PREPARATION



STRATEGY &  
MEASUREMENT



DEMOGRAPHICS

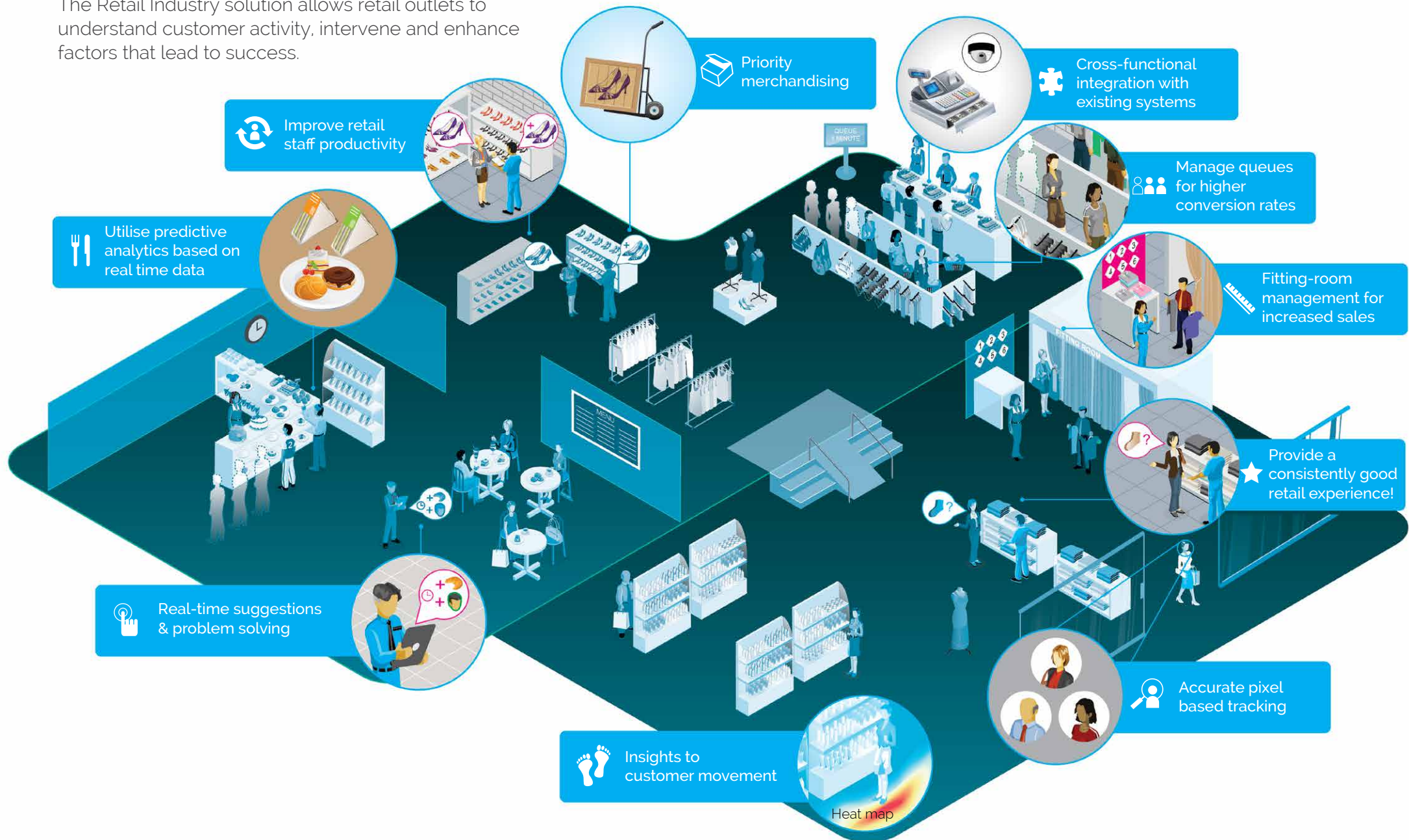
### BENEFITS

Conversion is the last great metric of retail, your retail space has a wealth of information and opportunity just waiting to be tapped into. Syenap can provide cutting edge analytics to understand, predict and measure customer behaviour within the retail environment by analyzing a customer's path to purchase, including all their deviations.

- Measure conversion rate
- Reduce abandonments (visitors leaving the store without buying)
- Improve store efficiencies by staffing correctly – make you more money with less
- Understand the impact of marketing on customer count – enable true and data based ROI conversations
- Understand the impact of placement of marketing material or promotional ends
- Understand true retail space usage
- Understand retail store capacity
- Influence store design based on real data
- Manage queues and wait times with predictive capabilities
- Ensure stock availability through predictive capabilities
- Ensure optimum staffing for both efficiency & customer service
- Improve ability to make short, medium and long term decisions

# Syenap Retail in action

The Retail Industry solution allows retail outlets to understand customer activity, intervene and enhance factors that lead to success.





## SYENAP BANKING



### BANKING ANALYTICS SOLUTIONS



CONVERSION  
RATE



CUSTOMER  
COUNTING



DEMOGRAPHICS



QUEUE  
MONITORING



CUSTOMER  
TRACKING



QUEUE  
MANAGEMENT



WORKFORCE  
PLANNING



STRATEGY &  
MEASUREMENT



AD HOC PROJECT  
ANALYSIS

### BENEFITS

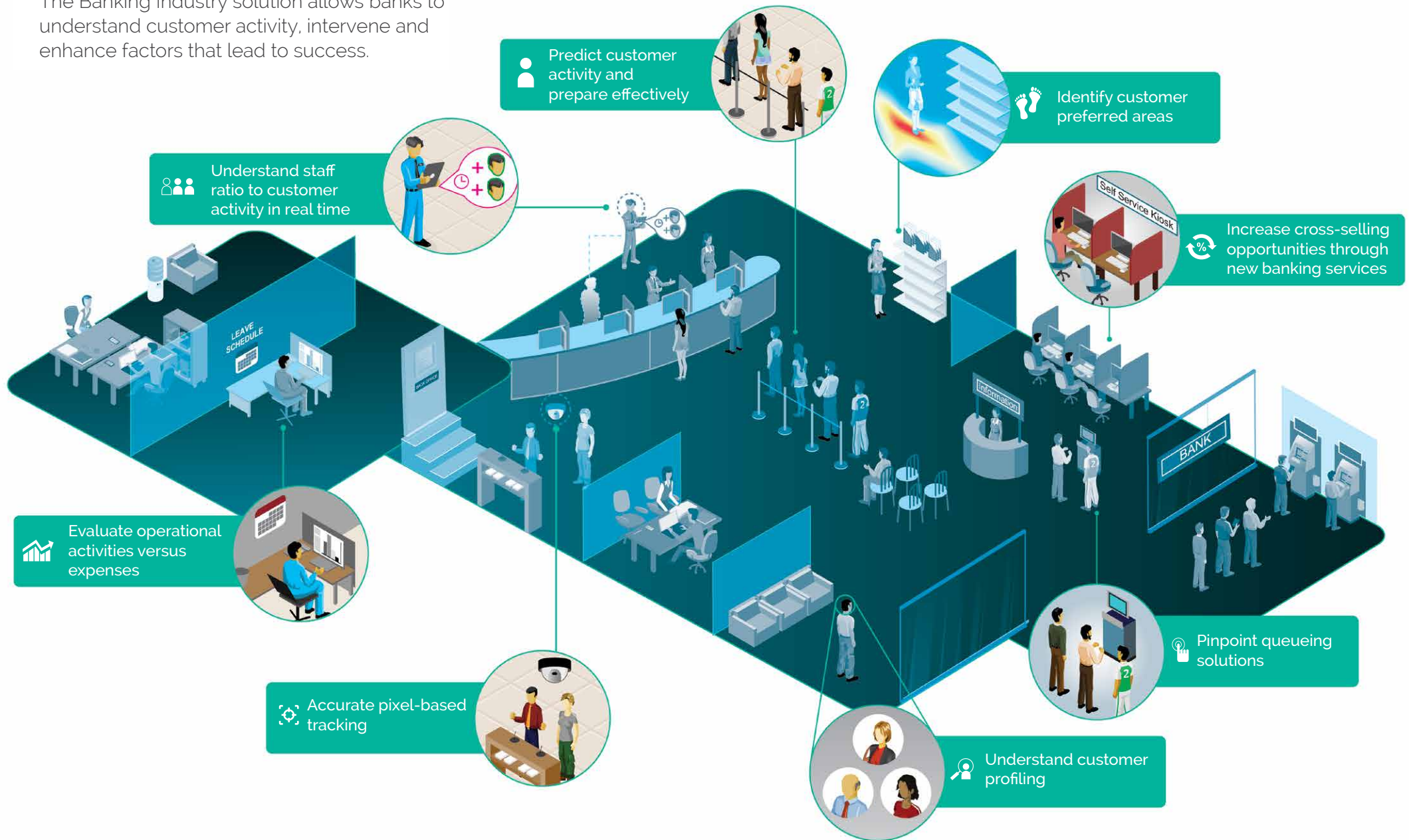
Syenap Banking provides cutting edge analytics to understand, predict and measure customer behaviour within the banking environment. In the past only a partial view of customer activity data was available to banking managers causing points of contention in certain areas of decision-making. That changes now with Syenap Banking.

- Inform customers of predicted wait times in branches
- Ensure optimum staffing for both efficiency & customer service
- Improve operating efficiencies
- Understand the impact of marketing on customer count
- Understand the impact of placement of marketing material
- Understand true bank space usage
- Influence bank design based on real data
- Manage queues and wait times with predictive capabilities
- Ensure stock availability through predictive capabilities
- Reduce abandonments
- Improve ability to make short, medium and long term decisions



# Syenap Banking in action

The Banking Industry solution allows banks to understand customer activity, intervene and enhance factors that lead to success.



## SYENAP PROPERTY

### PROPERTY ANALYTICS SOLUTIONS



CUSTOMER  
COUNTING



DEMOGRAPHICS



CUSTOMER  
TRACKING



THIRD PARTY  
WORKFORCE  
MANAGEMENT



ACTIVATION &  
MARKETING  
ANALYTICS



AD HOC  
PROJECT  
ANALYSIS



TENANT  
ENTICEMENT  
REPORTING

### BENEFITS

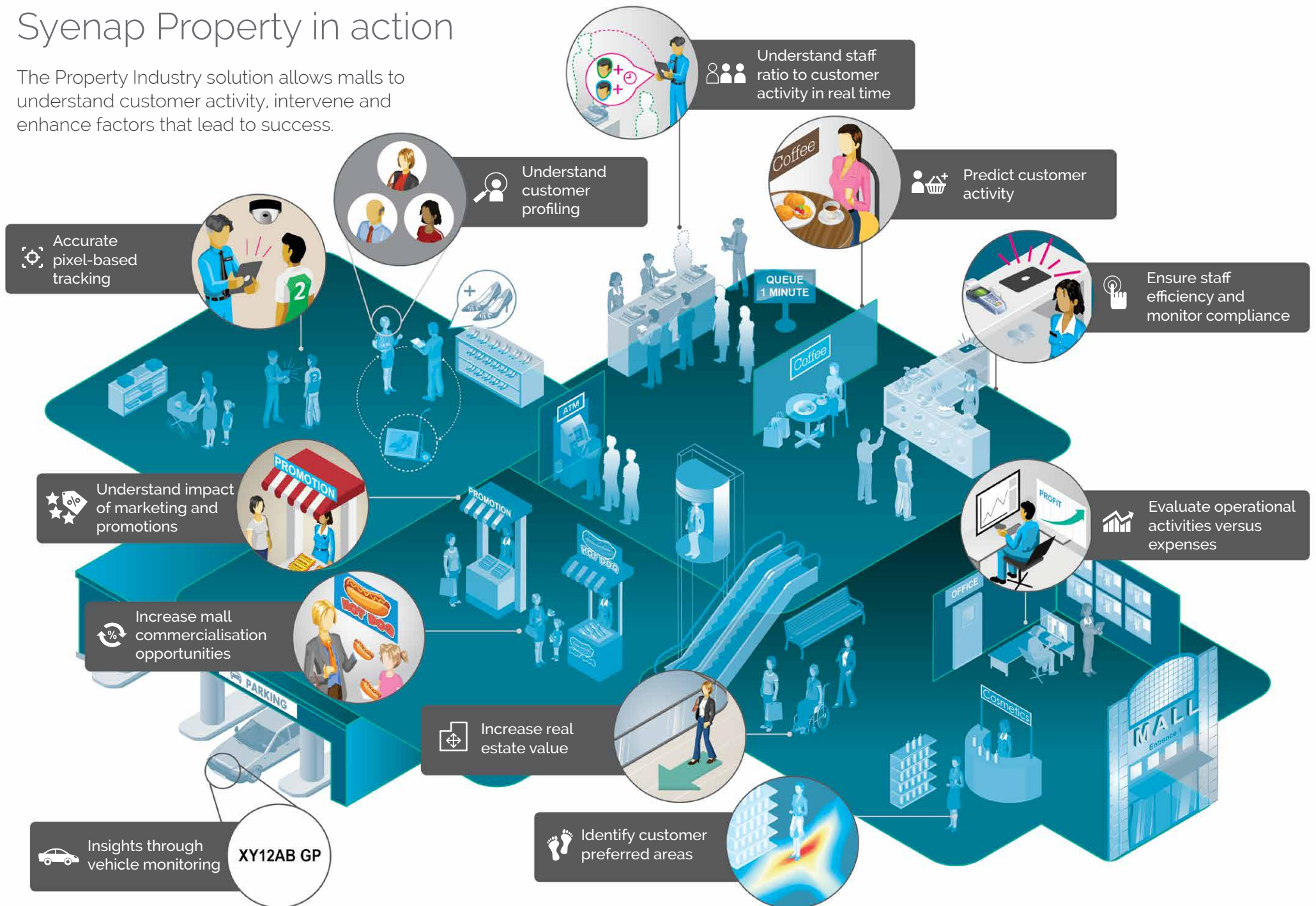
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Analyze shopper behavior to improve engagement throughout the shopping experience as well as pinpoint underperforming areas for greater operational efficiency. Unearth new opportunities for revenue generation and start collecting meaningful data to inform shopping center leasing strategies and on-the-ground implementation plans.

- Better understanding of mall performance
- Increase mall commercialization opportunities
- Improvement in activation occupancy
- Improvement in activation ROI
- Increased ability to manage third party suppliers
- Optimum staffing for both efficiency & customer experience
- Increased ability to influence short, medium and long term decisions
- Identify attracting tenants
- Monetize solution to share data with tenants
- On-sell solution to tenants

# Syenap Property in action

The Property Industry solution allows malls to understand customer activity, intervene and enhance factors that lead to success.





## SYENAP GAMING

### GAMING ANALYTICS SOLUTIONS



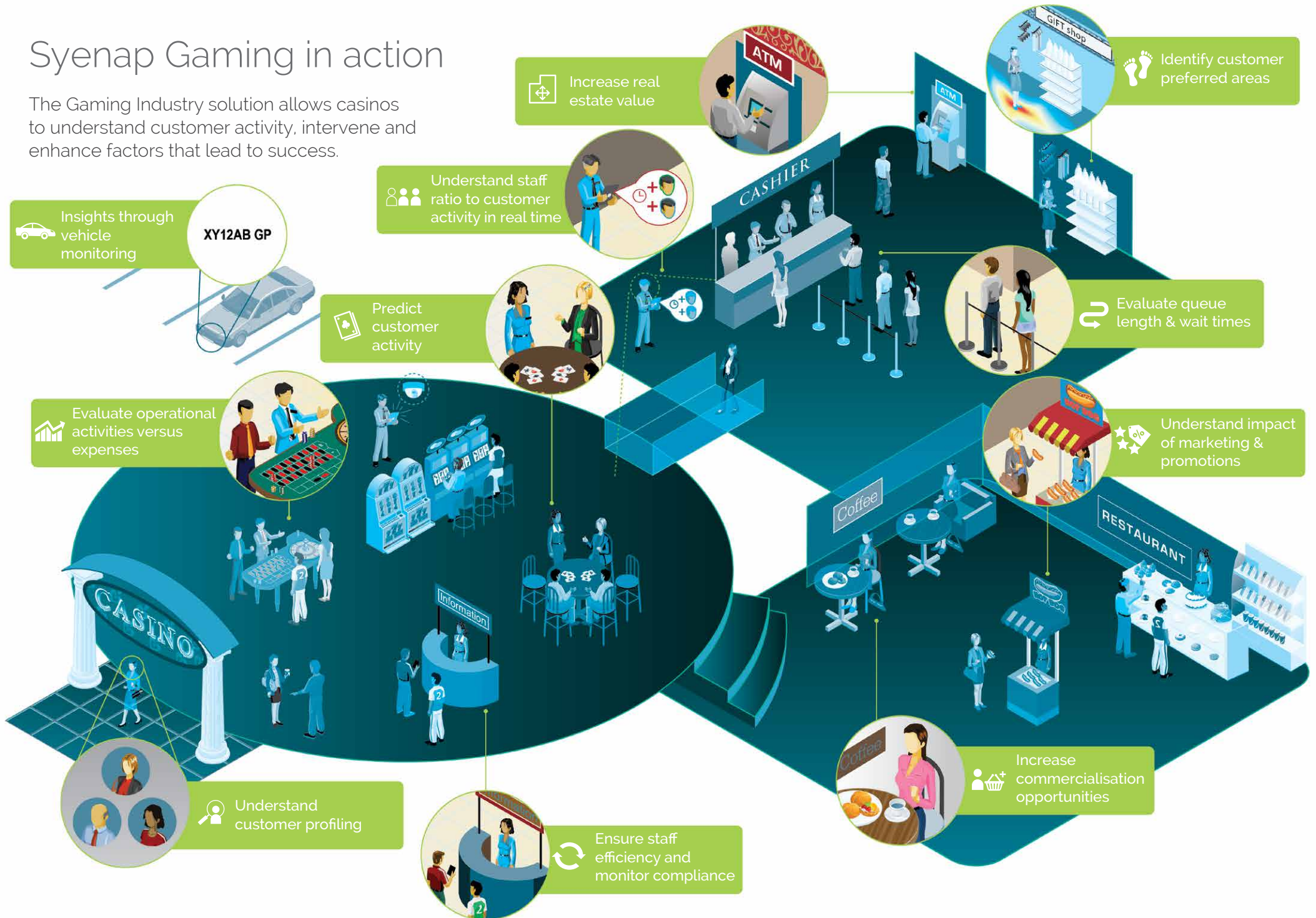
### BENEFITS

Syenap Gaming provides cutting edge analytics to understand, predict and measure customer behaviour within the casino environment. By understanding how customers navigate the space, smarter decisions can be implemented with quantifiable results.

- Ensure optimum staffing for both efficiency & customer service
- Improve operating efficiencies
- Understand casino attraction
- Understand the impact of demographics
- Understand the impact of marketing on customer count
- Understand the impact of placement of marketing material
- Understand space usage and optimisation
- Manage queues and wait times with predictive capabilities
- Understand casino capacity
- Manage gaming placement based on customer behaviour
- Manage signage and quantify impact on customers

# Syenap Gaming in action

The Gaming Industry solution allows casinos to understand customer activity, intervene and enhance factors that lead to success.



## SYENAP ACTIVATIONS



### ACTIVATIONS ANALYTICS SOLUTIONS



CUSTOMER  
COUNTING



DEMOGRAPHICS



CONVERSION  
RATE



CUSTOMER  
TRACKING



WORKFORCE  
PLANNING



STRATEGY &  
MEASUREMENT



AD HOC PROJECT  
ANALYSIS

Understanding and measuring brand activation success has previously been limited since traditional forms of media owned most of the data to provide to potential clients. That changes now with Syenap Activations. Use data-based decisions to capitalise on activations.

#### ABOUT BRAND ACTIVATIONS

- A creative way to interact with customers, tailoring messaging in a more personal manner to an audience
- Creating a glimpse into the world of the brand, allowing for a more visceral experience
- Activations are growing in sophistication with the need for quantifiable results and metrics
- Activations need to be flexible and agile, responding appropriately in real time situations

### BENEFITS

- Ensure optimum staffing for both efficiency & customer service
- Improve operating efficiencies
- Understand activation attraction
- Understand the impact of demographics
- Understand the impact of placement of marketing material
- Understand space usage and optimisation
- Understand activation space capacity
- Ensure most effective placement of activation for maximum impact



# Syenap Activations in action

The Activatons solution allows malls and stores to understand customer activity during an activation, intervene and enhance factors that lead to success.



How many customers walk past?



From which direction do visitors approach?



What are the visitor demographics?



Conversion of visitors to sales?



When do we require more/less staff?



Impact of weekends/public holidays? Quiet days?



Best advertising medium?



Impact of interventions, promotions, discounts?



Are displays and specials effective at attracting customers?



How long do customers spend in the stand?



# Services and operational tools

## **CUSTOMER ENTRY COUNTING**

How many customers come and go? Get the answer with Store Entry Counting. A camera at the store entrance(s) tracks the number of customers entering and leaving the store and can also establish entry conversion rates (i.e. how many visitors to your store become customers).

## **CUSTOMER TRACKING**

Automatically monitor customer movements, speed and dwell times as they move through your store. Cameras are focused on specific areas where you want to understand how customers are behaving and engaging with displays and merchandise. By understanding customer movement, the path to cross selling becomes clearer. This data allows you to evaluate foot traffic, areas of interest, service delivery and impact on product and marketing/communication placement.

## **GROUPING (FAMILY GROUPS) VS. INDIVIDUALS**

Measuring family groups results in accurate conversion rate tracking. A husband, wife and teenage children (family group) would create a single transaction resulting in higher conversion rates. Counting a family group as individuals would result in skewed perception of performance. Understanding when you have many families navigating the store, allows for more accurate staff allocation rather than believing there are many individuals in the store, each needing attention.

## **TREND ANALYSIS**

What changes are happening in your space and are you equipped to deal with these changes? What will it mean if we continue along a particular trajectory and how can you influence the outcome? Syenap's analytics provides insights that are actionable and most importantly allow you to measure your own progress.

## **STRATEGY ALIGNMENT & MEASUREMENT**

Without understanding impact of change, measurement of strategy becomes almost impossible. Syenap provides the data to be able to understand whether current momentum is sufficient in order to ensure strategy alignment as well as the impact of any change made.

## **COMPARATIVE ANALYTICS**

How are your various stores or activations performing in relation to one another? Answer questions around how a particular demographic influences success and whether busy spaces make for better sales. What interventions can be made and what is their impact? But most fundamentally understand your environment from a customer perspective.

A man in a white shirt and dark trousers is walking towards the camera on a reflective floor. The scene is overlaid with a teal color. 

# Services and operational tools

## **LOCATION SPECIFIC INSIGHTS**

Today a one size fits all approach will leave you at the back of the pack. Understand the nuances of your environment and be able to react appropriately with measurable results.

## **SIMULATION**

By recording and analyzing all integrated data points, Syenap's platform is able to simulate customer behaviour and store operations for the future. Do these results meet with your strategy? Simulate changes to operations and understand the impact over time.

## **INTEGRATION**

Syenap integrates its platform into existing and new data sources for a single view of the customer, which includes staff schedules, POS, weather etc.

## **REAL TIME ALERTS AND FEEDBACK**

The Syenap solution automatically alerts store personnel as to when events will occur. This allows them to be proactive in interventions and maximize opportunities.

## **QUEUE MONITORING & MANAGEMENT**

With Syenap, you're aware of the customer traffic in your space at all times. This enables you to accurately anticipate demands on the service areas and your staff. Our solution calculates how many people are required to maintain acceptable wait time standards and automatically keeps your Store Managers fully informed on their mobile devices in real time. With a proactive approach to managing service areas, you get improved operational efficiency and your customers get a consistently great customer experience.

## **OPERATIONAL TOOLS**

Syenap solutions track customers in service areas to measure service levels along with queue wait times. Armed with this information, you can boost performance and delight customers. Our operational tools include: staff redeployment; priority restocking; fitting room monitoring; prepared food schedule tool and workforce optimisation.

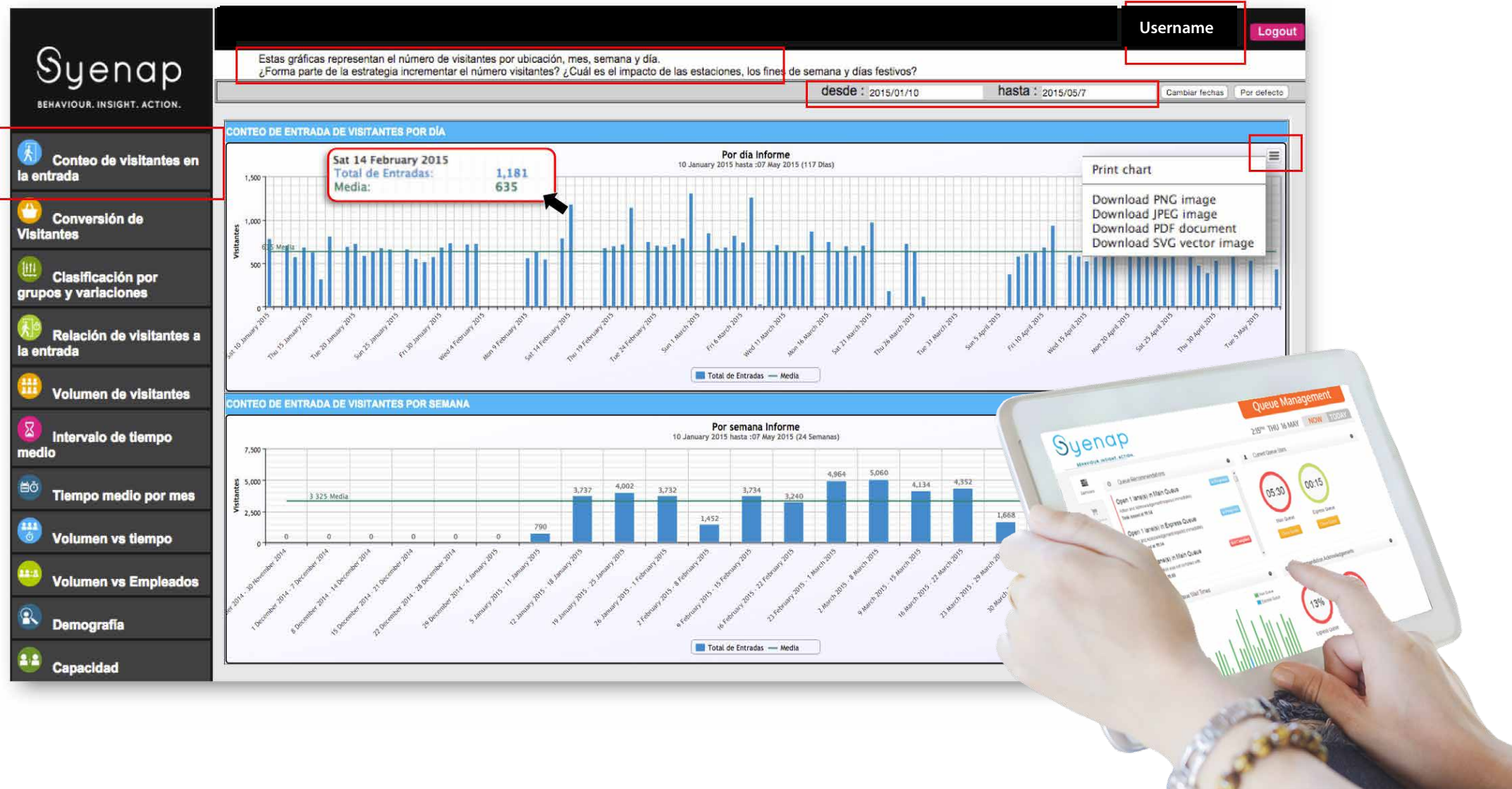
## **BESPOKE ANALYTICS SERVICES**

Syenap will help you understand the true impact of store interventions by testing various hypotheses and making informed decisions with quantifiable results.



# Reporting dashboards

Syenap's reporting platform is intuitive and easy to use. Real time information means that staff make informed decisions. Specialised functionality means that customers are given a voice.



# Case study

## CONVERSION RATE GIVES A COMPLETELY DIFFERENT PERSPECTIVE

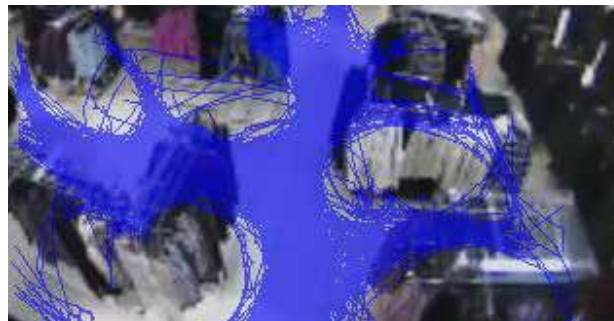
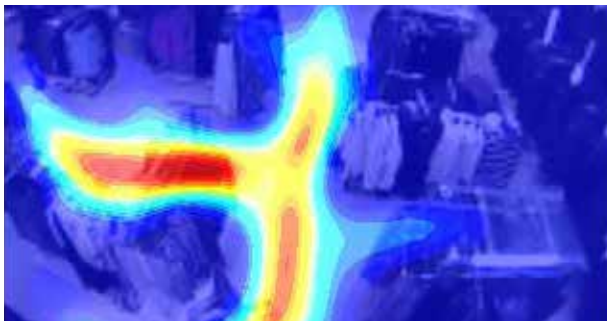
Whilst most businesses use turnover as their measure of performance, this paints only half of the picture. Ultimately, POS data provides a success based view of your retail world - what about those customers that entered the store but didn't transact? Would you even know they were there? More importantly: what is the actual potential of your store? By understanding customer behaviour within their walls, a retailer client established that they had the opportunity to increase their conversion rate significantly, unearthing a literal goldmine that they never knew they had.

### OBJECTIVES

- Understand actual performance of store (not just a success based view) by looking at conversion rate
- Measure the impact of this information compared to just utilising their existing data sources

### FINDINGS

According to their current business intelligence sources, the retail client identified Store X as the best performing store as it had generated the most turnover of all the other stores in the chain. Store X, however, had a conversion rate of 45%. This was significantly lower than the average conversion rate of 67% amongst all the stores. It was found that Store X had generated the turnover as a result of more feet through the door rather than being the most adept at converting visitors into customers.



### OUTCOME AND RECOMMENDATIONS

The potential for the store was identified and based on the current basket size, the store could have made a further \$72 000 during a four week period. This could have been achieved if Store X had merely increased conversion by 10% from 45% to 55% for that period.

The manager of Store X was instructed to focus on the areas of service, queue management and stock availability. By the end of the next 4 week period, Store X had seen an improvement of 10,5% percent in conversion rate by managing queue length effectively and ensuring that stock was readily available.

As a result of a skewed perspective, decisions would have been made without having the full picture of store performance and management would never have known there was more opportunity to be mined within Store X.

# Case study

## QUEUE MANAGEMENT

Queues form a substantial stumbling block in retailers, banks and other service orientated establishments. These are areas that create negativity with customers and cause the largest abandonments and customer dissatisfaction and complaints. The biggest factor is the lack of consistent service levels experienced by customers. Retailers have to find an optimum balance between customer service, staff and asset costs. Staff deployment based on transaction data does not factor in customers who abandon their shops as a result of queues.

### OBJECTIVES

- Analyze the wait times at the queues
- Determine if queue wait time affects conversion rates
- Establish abandonment rates of customers and correlation to queue wait times
- Determine if they are correctly staffed at checkouts (number of open cashiers vs. customer activity) and if there is lost productivity when overstaffed

### FINDINGS

The queue monitoring solution deployed found that customer abandonments were at an all-time high when queues were long. Customers have different acceptable wait time thresholds depending on the retailers type (FMCG, DIY, apparel or pharmacies). Customers' perception of wait times did not coincide with their actual wait times (e.g. a customer queueing for 3 minutes believed they waited much longer). Cashier deployment did not align with customer activity: overstaffing and understaffing resulted in inconsistent queue wait times and promised customer wait times not being achieved. Surveys revealed that 58% of customers at FMCG were likely to abandon their shop when queues were long and 11% of customers had a negative outlook towards the retailer due to queues.



### OUTCOME AND RECOMMENDATIONS

A queue wait time screen informing customers of the expected wait times was implemented to alleviate customer anxiety, dissatisfaction and complaints. A real time queue management tool was deployed to maintain consistent customer service by predictively alerting management about cashier requirements based on customer activity (and predicted customer wait times in queues).

As a result there was a dramatic decrease in customer abandonments and an increase in customer satisfaction. On average the conversion rate increased between 4% and 11%. Staff utilization was maximized as staff were required to service customers at specific times and redeployed to other functions at other times.

Management reported that abandoned shopping carts with products were no longer visible in the stores. This had a positive impact in reducing wastage (fridge products being disposed of) and increase in staff utilization (not having to restock the shelves with abandoned cart products).





# Case study

## PREPARED FOOD COUNTER

Quality is extremely important to this chain of supermarkets, and they adhere to rigorous quality specifications to ensure they deliver a consistent positive experience. Their quality control dictates that fresh prepared food may only be on the shelf for a limited number of hours. Optimising the hot food counter is critical to reducing waste and maximising profit.

### OBJECTIVES

- Measure if the existing transactional based replenishment schedule is effective
- Determine if they are missing out on sales due to products not being replenished correctly

### FINDINGS

Syenap's prepared food operational tool analyzed the customer activity (arrival and dwell) around the prepared food counter and the correlation between customer activity and transactional data. The replenishment schedule was analyzed and compared to actual customer activity. Transactional replenishment schedule was set against customer dwell and purchases. It was noted that lost opportunity occurred as a result of customers not finding the products.



## OUTCOME AND RECOMMENDATIONS

It was noted that customer dwell times increased near the end of the replenishment period, but sales decreased. This suggested that the customers were looking for a desired product that was not available and then abandoned their purchase.

After implementing the customer activity based preparation, sales increased 13.2% and waste reduced by 4.3%. The replacement period was reduced, which increased the availability of products.

Operational tool deployed:

- Staff scheduling based on customer arrivals
- Prepared food schedule factoring preparation time based on customer activity
- Real Time alerts for customer activity anomalies
- Prediction of product requirement based on customer purchases and activity
- Realignment of schedule when customer activity veers from the norm

# Case study

## SELF SERVICE DEVICES IN A BANK

Syenap's system allows bank owners to analyze visitor activity in specific areas, in addition to a global overview. The existing data sources in the bank branch did not allow full comprehensive insight into customer activity around the self service devices inside the bank, and the automated teller machines outside the bank. This restricted the bank from adjusting the environment to enhance the customer experience and maintain strategy. The strategy of the bank was to migrate customers to self service and they wanted to ensure that customers are given every opportunity to engage with self service devices.

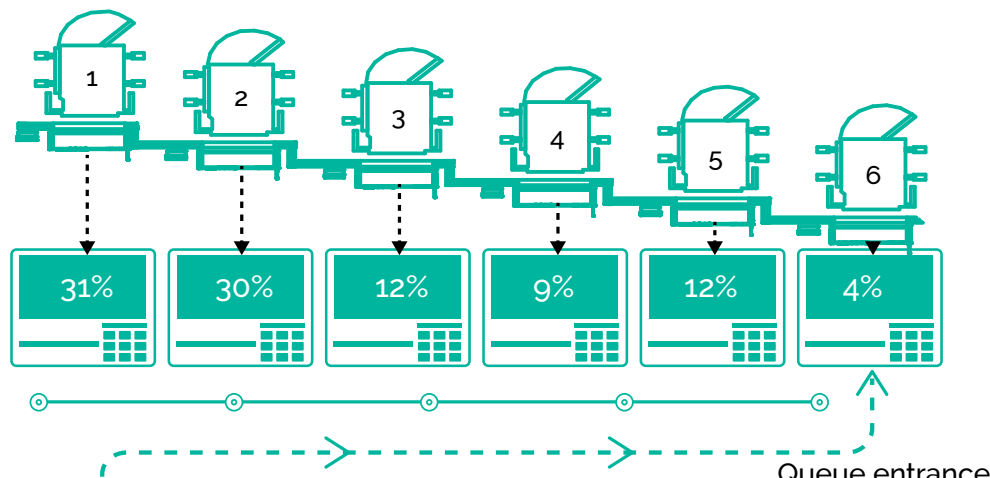
### OBJECTIVES

Customer tracking allows for the analysis of usage patterns of self service devices and automatic teller machines to determine when they were most used, and if the current number of devices satisfied the demand.

### FINDINGS

The placement and activity around the devices, including the volume of people using devices and the dwell times per device were monitored in the Syenap platform. Syenap analyzed the number of visitors who walk past the terminals and the direction that the successful engagements approached from.

#### Automated teller machines outside bank

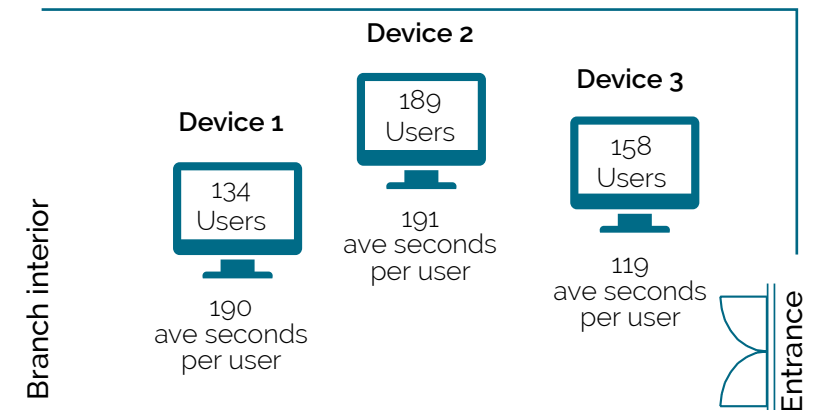


## OUTCOME AND RECOMMENDATIONS

The insights gathered from targeted analytics allowed for solutions to be implemented including staff rosters based on customer activity, real time branch activity indicators and real time deployment of staff to increase quick service usage. Devices and teller machines were under capacity, so adding additional units would be unlikely to improve usage. Inside the bank, the most sheltered self service device was preferred. Creating a more closed-off secure area within the bank might improve the usage of the other devices.

As a high percentage of transactions that are executed by staff, could be executed on the self service devices, it was recommended that a dedicated staff member be assigned to guide customers towards the self service devices.

#### Self service devices inside bank



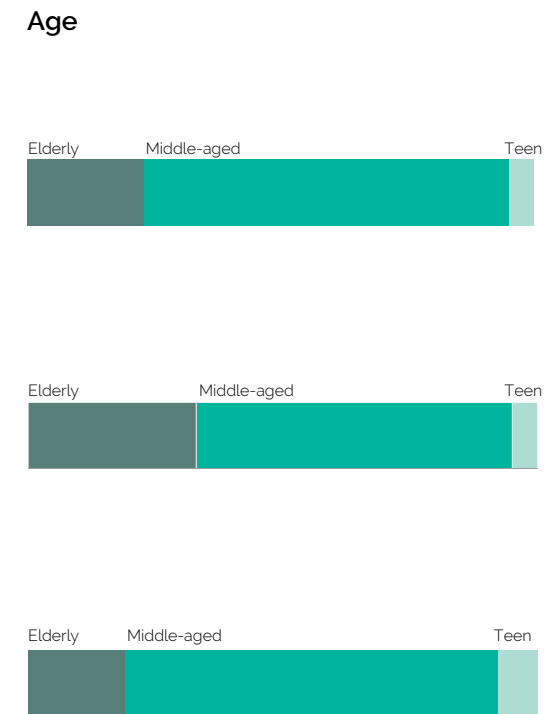
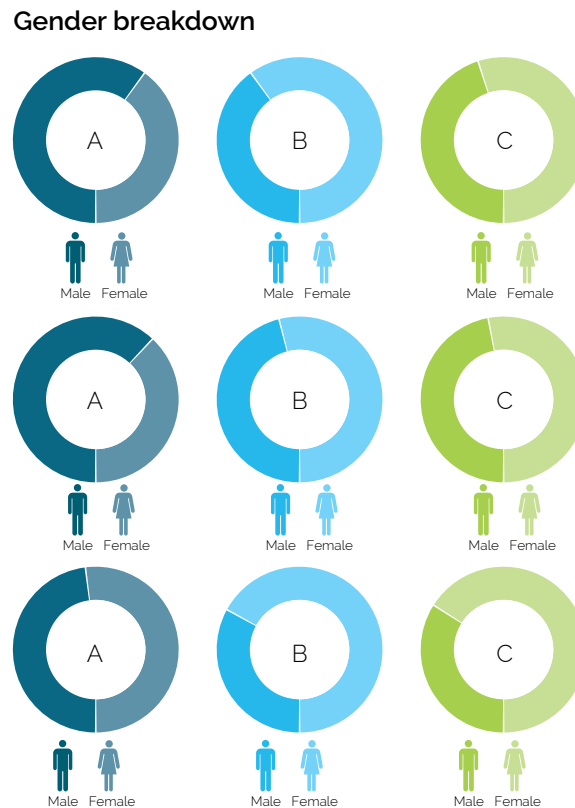
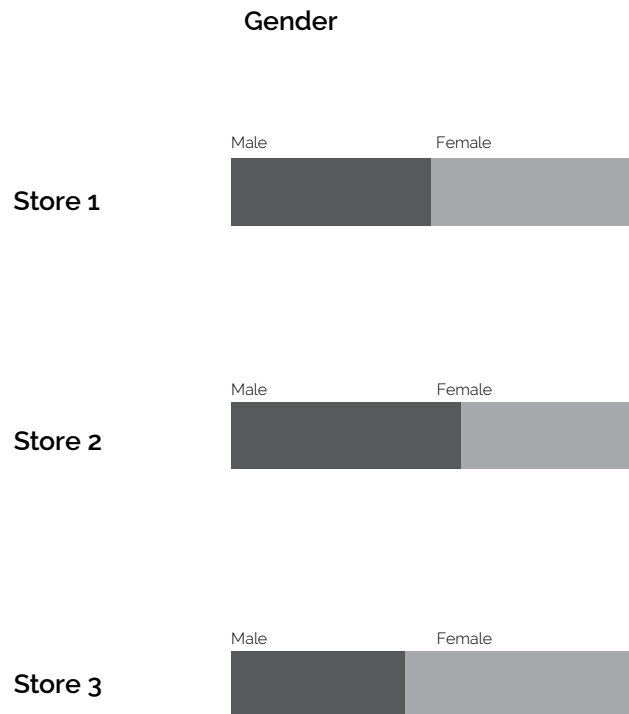
# Case study

## DEMOGRAPHIC PROFILING COMPARISON

Understanding customer demographics helps retailers target products and services. This information also helps retailers to understand their customers better. Though this information is usually difficult to gather, Syenap's customised machine learning algorithms easily gather this information using existing CCTV infrastructure.

### OUTCOME AND RECOMMENDATIONS

- With this information, the retailers were able to better understand the variations in customer demographic across their stores
- This provided an opportunity to capitalise on their unique demographics for each store, through customisation and personalisation
- Recommended additional analysis include tracking the changes of demographics over time; and overlaying other data such as transactional data to better predict customers' shopping habits





# Case study

## USING DATA BASED DECISION MAKING TO CAPITALISE ON MALL ACTIVATIONS

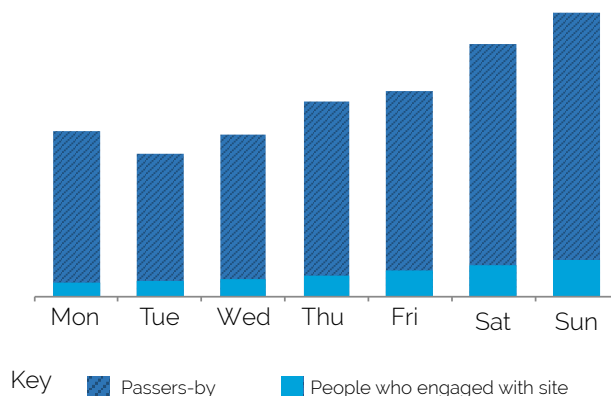
The challenge with current mall activations is the inability to make data based decisions because results are difficult to quantify or even measure, and gut feel becomes the primary driver. Relying only on sales or manual engagement data does not provide a holistic view, nor give an understanding of how the activation should be performing. A mall client was asked on behalf of a brand owner to stage an activation as part of a larger marketing exercise to measure interest in a new product. The activation was held in a popular shopping center. No sales were to be made from the activation stand.

### OBJECTIVES

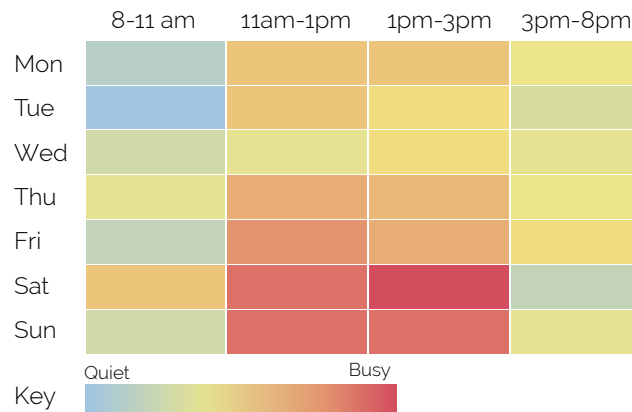
- Determine levels of engagement by measuring:
  - Number of people passing and entering the stand
  - Visitor engagement duration
- Measure and monitor the impact of a signage intervention with 'before and after' comparison:
  - Average hourly visitor engagement count
  - Average visitor engagement duration
  - Speed at which people pass the stand

### FINDINGS

#### Number of people who passed and engaged



#### Visitor engagement duration over two weeks



### OUTCOME AND RECOMMENDATIONS

The number of people to enter the site as a percentage of passers-by revealed a lower conversion than the brand owner anticipated, however the engagement durations were favourable. The longest interactions occurred during midday on Saturday and Sunday. The stand was not over capacity, thus there was no need to employ additional staff.

During week 1, the majority of people approached the stand from the left. This informed the decision to install signage on the left during week 2, thus getting maximum benefit from the placement.

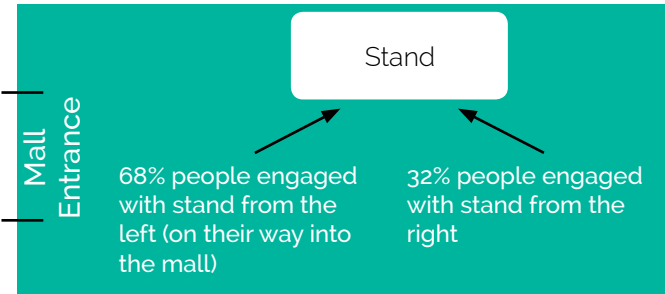
Passerby travel speed after signage installation was slower as people may have slowed down to observe the signage. More people entered the stand and the counts were higher in Week 2. Both the hourly visitor count and average wait time increased as a result of the signage intervention.

# MALL ACTIVATION FINDINGS (...CONTINUED)

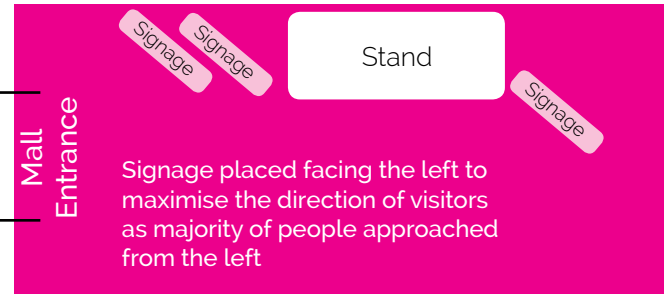
## METRICS

Direction people are approaching from

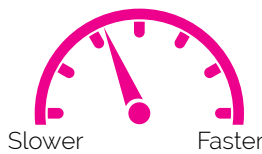
WEEK 1: BEFORE SIGNAGE



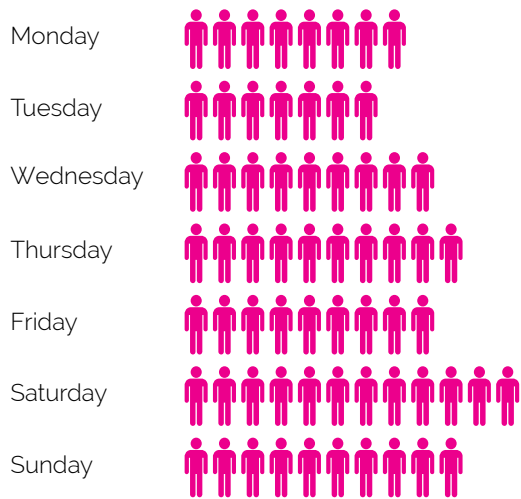
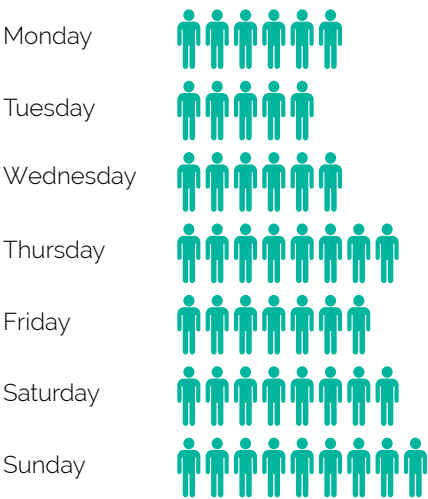
WEEK 2: AFTER SIGNAGE



Passerby travel speed



Hourly average visitor engagement counts over each day



Average visitor time in stand



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