Syenap RETAIL

Real time customer tracking for the **retail** environment

Syenap Retail is a leading analytics solution provider using onsite video and data feeds to understand, predict and impact customer activity and enable strategy alignment.

Syenap Retail delivers real time, predictive and historical information about the way in which customers navigate their environment and how this changes over time, naturally or as a result of management staged interventions.

Syenap Retail will unlock new insights and possibilities, and create a sustainable competitive advantage. With sophisticated analytics, Syenap Retail can substantially improve decision-making, minimise risks, and uncover valuable insights that would otherwise remain hidden. Syenap Retail provides the integration between real time customer behaviour and other sources to allow mall owners to understand not only what did happen, but also what didn't happen and therefore create opportunities where none existed before.

Syenap Retail is fully compliant with all privacy legislation as customers are not individually identified.

The Syenap Retail value proposition:

Revenue Generation: Accurate data provides valuable information for long term strategic thinking, for better predictions and better decision-making.

Operational effectiveness: Drive process and performance improvement. Execute current initiatives more effectively, enhance productivity and increase quality and consistency of service.

Cost efficiency: Real time utilisation of operational tools leads to a significant cost reduction. Measuring, and therefore managing more precisely, leads to better staff deployment and a reduction in manual interventions.

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

Priority Merchandising
- Monitoring customer demographics & movement in store allows for stocking of appropriate items

Cross-functional integration with existing systems
- Deploy cashiers before queue builds up
- Optimum waiting period
- Manage customer expectation

Improve staff productivity
- Measure staff productivity & efficiency
- Reduce human error
- Potential for cross skilling and staff redeployment

Manage queues for higher conversion rates
- Deploy cashiers before queue builds up
- Optimum waiting period
- Manage customer expectation

Predictive ability based on real-time data
- Prepared food schedule based on when customers visit

Increased sales through fitting room management
- Increased sales if customers try on clothes

Consistently good retail experience!
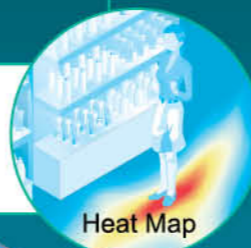- Attracts customers, creates loyalty

Real-time suggestions & problem solving
- Spot and address problems before they have a negative impact
- Streamline operations
- Closed loops of communication reduces human intervention

Accurate pixel based tracking
- Real-time staff deployment
- Closed loop communication (alert, acknowledge and monitor execution)

Insights to customer movement
- Distinguishes between staff and customers, aiding workforce optimisation

Heat Map

QUEUE 1 MINUTE

MENU

FITTING ROOM

14:27:30.093   14:27:30.093

Maintain short term, medium term and long term strategy and predict degree of success

The Syenap Retail analytics process

1	2	3	4	5
What happened?	Why did it happen?	What will happen in the future?	What could we do?	How do we ensure performance?
Evaluate current strategy status	Understand factors that are affecting strategic performance	Predict future strategic alignment	Plan interventions to realign customer activity with strategy	Implement interventions to ensure strategy gets back on track

Why Syenap?

International Credibility

Our platform is deployed around the globe at airports, sea ports, shopping malls, retailers and transportation hubs.

Expertise

Syenap Retail has the expertise and infrastructure in place to allow for Big Data analysis and integration. Syenap Retail works closely with the client, to understand what changes will have the highest impact for the cost and time invested.

Contact Syenap

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Syenap

BEHAVIOUR. INSIGHT. ACTION.