



Mindtree

Welcome to possible

Mindtree Flooresense

Gauge the sales floor: Arm sales associates with a reliable sixth sense to drive conversion

Almost 90% of sales still take place offline, because customers prefer interaction in a brick-and-mortar store, especially when the buying decision is complex. This preference gives the in-store sales associate a critical opportunity for converting motivated shoppers into buyers. Timely advice from a well-informed store associate has the power to influence the buying decision and create a loyal customer for the retailer.

Most initiatives for improving in-store conversion rates involve personalization, which requires knowing the identity and preferences of the shopper. However, the vast majority of in-store shoppers prefer not to divulge their identities. The ability to consistently assist the right shopper at the right time may well be the critical cog that improves conversion and retains retail store significance.

No assistance, no purchase

Joe is a proud new father. He visits the store to buy an 8MP digital camera to capture special moments. He has done basic research on the kind of camera he needs – a simple, point-and-shoot camera with good digital zoom and high-definition video recording capabilities. But when he gets to the store, he is overwhelmed by the number of cameras and unable to pick the right one.

He anxiously looks around for someone to help him select a camera that can fulfill his needs. But to his dismay, he cannot find a sales associate to help him. Frustrated *Joe* leaves the store without making a purchase.

No sixth sense, no sale

Clara is the store's expert on digital cameras. If only she had known *Joe* needed assistance, she could have helped him make an appropriate selection. However, the store lost the sale, because *Clara* was busy with other store activities and unaware of *Joe's* need.

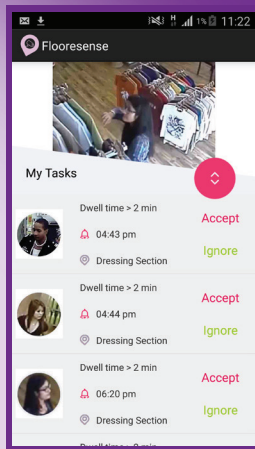
Scenarios like these are common in retail stores. Many high-potential shoppers remain unattended while sales associates focus on internal activities and casual shoppers. Assisting the right shopper at the right moment may well be the critical cog that improves conversion rates and retains retail store significance.

Sales associates have a strong positive influence in shopper's purchase journey

- Over 70% of shoppers required assistance during their purchase journey. Millennials form the second largest group seeking assistance
- Positive interaction has 81% uplift in transaction value and 7% in revisit rates
- Over 60% shoppers rated 'high wait time' as one of top 3 reasons for leaving the store without making purchase

Sources: Mindtree Shopper survey in USA, April 2016 covering 600+ shoppers who made purchase of \$100 and more at retail stores

Deliver real-time alerts on high-potential shoppers to the appropriate sales associate's mobile device along with relevant information for serving the shopper.



Flooresense: Zero in on anonymous shoppers with high purchase intent

Flooresense is Mindtree's intelligent real-time recommendation platform. It guides a store associate to a shopper who is likely to make a purchase if given the necessary assistance.

At its core, the Flooresense platform rests on the anonymity of the shopper and the store's need to provide assistance without compromising shopper's privacy. Our patented video analytics technology and the patent-pending purchase-intent learning algorithms work with multisensory data feeds to identify the most probable customer in a crowd of shoppers. This technology makes immediate action possible by delivering real-time alerts to the appropriate store associates.

Flooresense also provides the edge a store needs to elevate the customer experience and store associate productivity. It not only equips a store associate with the relevant information for assisting a specific anonymous shopper, but it provides value-added input on cross-sell opportunities.

Flooresense supports in-store and Software-as-a-Service deployments. It requires low investment as it leverages existing store's video surveillance infrastructure and is easy to manage on corporate networks. It requires minimal integration with store systems, making it a fast and affordable lever for improving in-store conversions.

Flooresense highlights:

- Identifies potential shoppers who need assistance
- Informs the appropriate store associate about a shopper who needs assistance
- Equips store associate with relevant information for helping shoppers make purchasing decisions
- Learning models to optimize prioritization of potential customer by utilizing the feedback captured pertaining to the interactions
- Improves store associates' efficiency
- Advanced analytics and visualizations of shopper behavior across stores

Flooresense value proposition:

- Improves in-store conversions
- Elevates customer engagement and improves customer loyalty
- Optimizes store associates selling time
- Reduces operating expenses and support cost
- Leverage existing store cameras and infrastructure

About Mindtree

Mindtree [NSE: MINDTREE] delivers digital transformation and technology services from ideation to execution, enabling Global 2000 clients to outperform the competition. "Born digital," Mindtree takes an agile, collaborative approach to creating customized solutions across the digital value chain. At the same time, our deep expertise in infrastructure and applications management helps optimize your IT into a strategic asset. Whether you need to differentiate your company, reinvent business functions or accelerate revenue growth, we can get you there. Visit www.mindtree.com to learn more.