



In-store Intelligence

Connect & convert in real-time

Floore**e**sense |  Mindtree
Welcome to possible

Although e-commerce is gaining popularity due to ease and convenience of shopping, 90% of sales still take place offline, especially when the buying decision is complex. Understanding visitor behavior in a brick-and-mortar setup is still a black box to most businesses. Companies are adopting ways ranging from manual counters to advanced sensors to understand footfall and are combining this with the point of sales data. However, this only gives the conversion ratio. Companies are missing the bigger picture of visitor behavior at various touchpoints that facilitate conversion.

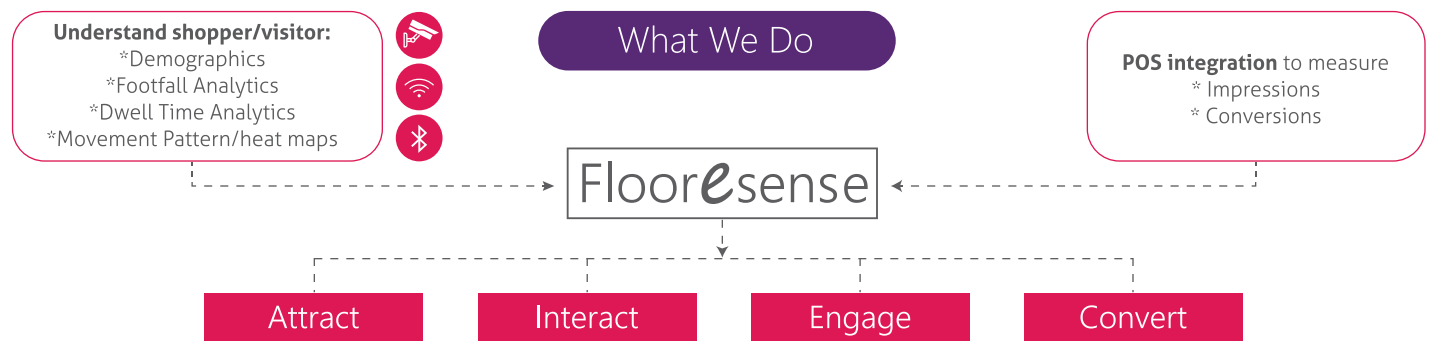
Enabling real-time Business Intelligence to drive in-store sales

Flooresense is a real-time, in-store intelligence and analytics solution. It understands and translates visitor behavior into rich actionable insights to maximize conversion and revenue.

Sales conversion is a function of multiple factors such as:

- Store layout
- Availability of products at the selling area
- Front-line associates who assist customers
- Merchandise mix
- Promotional activities

Flooresense helps identify and eliminate friction points in all these areas using real-time Business Intelligence. This in turn, leads to optimized store operations and enhanced in-store experience resulting in increased revenue.



Attract

Measure the impact of promotional campaigns and store merchandize in attracting visitors/shoppers



Interact

Understand the visitor/shopper behavior inside the store right from the footfall, dwells, movement and hot spots



Engage

Provide personalized offers and in-time assistance to shoppers needing assistance



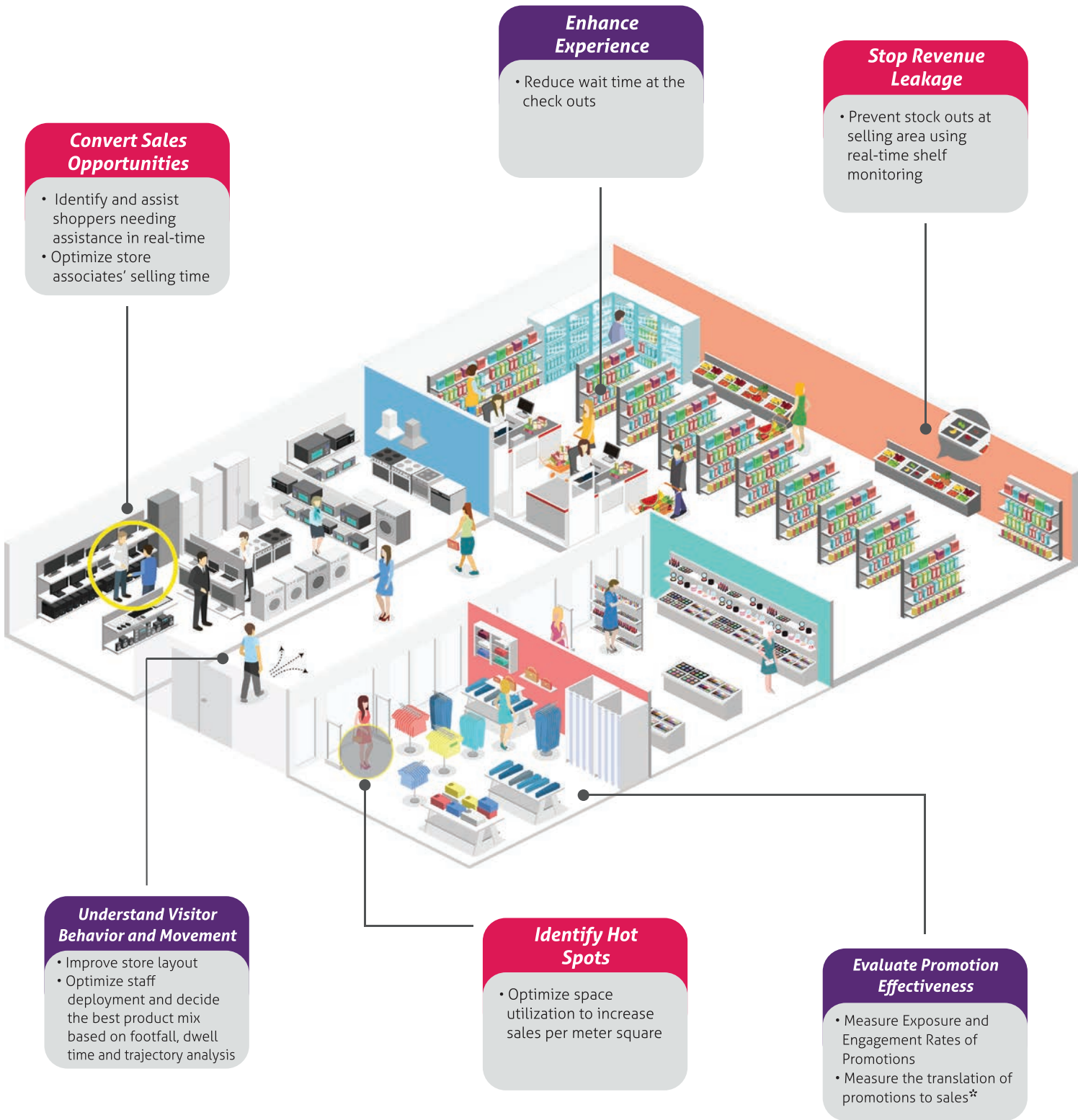
Convert

Prevent revenue leakage by timely replenishment of products in selling area and by reducing wait time at the checkouts



Connect & Convert In Real-Time

Key Insights



... and many more

Features & Benefits



- Dashboards and downloadable Reports
- Mobile App for real-time alerts



- Leverages existing store infrastructure
- Quicker time to market
- Cloud based low capex model



- Stores and analyzes data at an aggregate level, across shoppers and strict adherence to the privacy laws of the land



Learn more about our services and solutions in [Retail](#)

To know more about [Flooresense](#) and how it can help you drive in-store sales, write to us at info@mindtree.com.

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.