In-store Intelligence

Connect & convert in real-time

Floor*e*sense | *– Grocery*

Mindtree
Welcome to possible

Flooresense

With fluctuating commodity prices, margins skating on thin ice and severe competition due to non-grocery players entering the bandwagon, food and grocery retail has become a tough business. Adding to the woes, grocers find it extremely challenging to keep the shopper attrition in check. Preventable instances such as unavailability of products in selling area and long wait time at the checkouts lead to lost sales. With the right analytics tool, grocers can combine multiple data sources and get information in real-time to solve business challenges and build competitive advantage.

Flooresense is a real time, in-store intelligence & analytics solution. It understands and translates shopper behavior into rich actionable insights to maximize conversion and revenue. Sales conversion in grocery retail is a function of multiple factors such as:

- Availability of the products on the shelf
- Right product mix
- Providing frictionless experience to the shoppers
- Promotional activities

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

What We Do

Understand shopper:
*Demographics
*Footfall Analytics
*Dwell Time Analytics
*Movement Pattern/hot spots

POS integration to measure
* Impressions
* Conversions

Flooresense

Frictionless Shopping Journey for Maximizing Revenue

Visit	Explore	Purchase	Checkout

Improve store operations using footfall analytics

Align product placement with shopper behavior & movement

Ensure product availability on the shelf

Enhance shopper experience at the checkout

Floor*e*sense

Understand Shopper Behavior
- Determine footfall, trajectory and shopper movement within the store

Prevent Lost Sales
- Prevent stock outs in selling area using real-time shelf monitoring

Stop Revenue Leakage
- Replenish fresh produce in selling area to prevent lost sales and reduce inventory carrying costs

Enhance Shopper experience at checkouts
- Monitor queue build up at checkouts in real time
- Determine queue length and wait time and reduce time spent at the checkouts

Evaluate Promotion Effectiveness
- Measure Exposure and Engagement rates
- Measure translation of promotions into sales

Floor*e*sense

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.