In-store Intelligence

Connect & convert in real-time
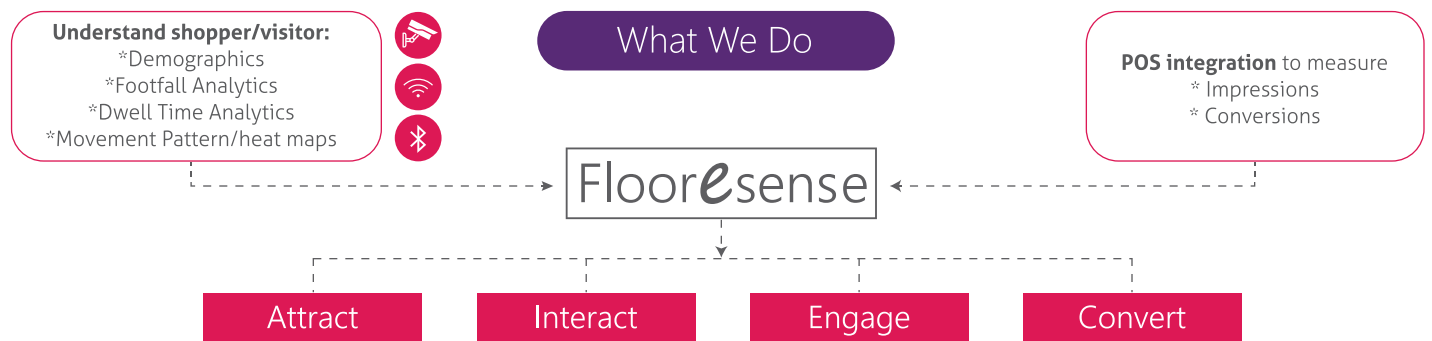
Floor*e*sense | Mindtree
Welcome to possible
– **Specialty**

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 shopper 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, it only gives the conversion ratio. Companies are missing the bigger picture of shopper behavior at various touchpoints that facilitate conversion.

Flooresense is a real time, in-store intelligence & analytics solution that understands and translates visitor behavior into rich actionable insights to maximize revenue. Sales conversion is a function of multiple factors like:
• Store layout
• Merchandise mix
• Front line associates who assist shoppers
• Promotional activities

Flooresense helps in identifying & eliminating 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.

Understand shopper/visitor:
*Demographics
*Footfall Analytics
*Dwell Time Analytics
*Movement Pattern/heat maps

What We Do

POS integration to measure
* Impressions
* Conversions

Floor*e*sense

| Attract | Interact | Engage | Convert |

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

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

Engage
Trigger personalized offers for effective engagement

Convert
Connect the right store associate with the potential shopper in real time to influence purchase decisions

Connect & Convert In Real-Time

Improve sales conversion

- Identify potential customers in real time
- Connect & Engage with the potential customers to influence purchase decisions
- Optimize store associates' selling time
- Increase shopper spend per visit by Cross selling & Up selling

Evaluate Promotion Effectiveness

- Measure Exposure & Engagement rates
- Determine Pass-by versus and Pass-through traffic
- Measure translation of promotions into sales

SALE

Benchmark Performance

- Evaluate category performances against one another

Improve store layout

- Use data based approach (hot spots) to optimally use the shop floor
- Increase sales per meter square

Understand Shopper Behavior

- Understand shopper activity, movement, trajectory and dwells to optimize operations

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 Floor*e*sense 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.