



Floore**e**sense for Public Spaces



Mindtree

Welcome to possible

Global trends are shaping the future of the brick and mortar businesses. For instance, malls are no longer just shopping centers. They have evolved into “community centers” to provide experiences that go way beyond traditional shopping. This transformation is accelerated by digitalization. Data analytics has opened the window of opportunities to engage with visitors throughout their decision journey. Businesses are adopting technology to understand visitor behavior inside their physical space. However, translating this data to maximize revenue is still a challenge.

Flooresense is a real time, intelligent analytics solution. It understands and translates visitor behavior into rich actionable insights to maximize conversion and revenue. It helps in identifying and eliminating friction points in visitor journey by answering business questions such as:

- How many visitors enter the site/zone and where do they go after entering?
- How long do they dwell?
- How many visitors interacted with the promotions?
- Which are the highly/least utilized areas?

These insights lead to optimized operations and enhanced visitor experience, resulting in increased revenue.

What We Do



Floore**e**sense

Count

Know

Optimize

Enhance



Count

Accurately count the number of visitors who pass-by and enter the site



Know

Distinguish between new and repeat visitors, know their movement trajectories and dwells within the site



Optimize

Based on footfall and dwell time analytics, optimize site operations and staff utilization



Enhance

Take proactive measures to eliminate friction in visitor journey and provide enhanced visitor experience



Enhance visitor experience

Enhance experience by proactive crowd/queue management, location aware contextual promotions and visitor engagement



Evaluate promotion areas

Design promotions by analyzing visitor appeal and interest, and measure effectiveness in real-time



Measure visitor count

Determine pass-by versus pass-through traffic, identify areas that have higher or lower visitor counts and monitor site traffic in real-time



Improve tenant mix

Based on the understanding of visitor movement and dwells, identify hotspots and make insight based leasing/rental decisions



Manage site traffic

Review and analyze traffic patterns for proactive crowd management and smoother flow

Features & Benefits



- Dashboards and downloadable reports
- Mobile app for real-time alerts



- Leverages existing store infrastructure
- Enables 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.