

Location Analytics Fuel Success in Next-Gen Store

WIFI ANALYTICS TAP INTO A WEALTH OF CUSTOMER DATA, REVEALING CLEAR BEHAVIOR PATTERNS THAT CAN SUPERCHARGE YOUR BUSINESS



41%
Retailers name customer insights, including profiling and analysis, a top area of analytic focus⁽¹⁾



ONLY 23% of retailers can identify their customer before checkout.⁽²⁾



7% Retailers say they use location-based technology as a source of customer information and it works well, while **31%** say it needs improvement.⁽²⁾



70%
U.S. shoppers use their smartphone in-store to look up product reviews, read product details, and compare prices at other online or physical stores⁽³⁾



40%
Retailers are using WiFi to identify customers, but **31%** say the technology needs improvement⁽⁴⁾

88% Retailers offer WiFi in stores⁽⁵⁾

Presence Analytics⁽⁶⁾ (available without guest WiFi) tracks:

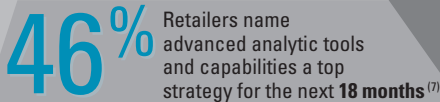
- Duration of each store visitor
- Dwell time in store areas
- Repeat visitors
- Storefront conversion
- Peak hours for staffing refinement

Connected Analytics (requires customer to access guest WiFi) provides:

- Location aware dwell time
- Customer heatmaps
- Customized website landing page for shoppers
 - Web and social analytics
 - Customer demographics
 - Social account contact info used to access WiFi



48% Retailers find the store network infrastructure's ability to manage WiFi for customers is inadequate for future plans⁽⁵⁾



46% Retailers name advanced analytic tools and capabilities a top strategy for the next **18 months**⁽⁷⁾



39% Retailers name location based sensing for marketing/communication a top technology for **2020**⁽⁷⁾

19%

Retailers made the greatest maturity gains with in-store analytics this year, moving from just 2% using predictive analytics last year to 21%.⁽¹⁾

Source: 1-RIS & CGT, "Retail and Consumer Goods Analytics Study 2018: May the Best Insights Win;" 2-BRP, "2018 Customer Experience/Unified Commerce Survey;" 3-UPS, "UPS Pulse of the Online Shopper Study, 2018 Global Study;" 4-BRP, "2018 POS Customer Engagement Survey;" 5-RIS, "Stores Are Ground Zero in Digital Transformation;" 6- Hughes; 7-RIS/Gartner, 28th Annual Retail Technology Study, "Wake Up Call for Digital Transformation"

Customer Insights Deliver Sales

Location analytics improve the customer experience and raise store performance



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Q Customer profiling and analysis is a top area of analytic focus for retailers. How can location analytics help retailers discover clear customer behavior patterns?

Location analytics discretely observes an in-store customer to gather useful

behavior patterns simply by sensing a visitor's cell phone as they move through the store. This first level of location analytics is what we call Guest Presence. The shopper's personal details aren't known, but by applying a unique identifier to that visitor a Retailer can gather significant information about their customers. Some critical data points available from the Guest Presence analytics include store customer count by day and day-part, customer time in store, and volume of returning customers versus new customers.

The next level of detail, what we call Guest Insights, is triggered when a customer accesses the in-store Wi-Fi. Depending on how access is granted, available customer information may include name, e-mail or phone number, gender,

age, store loyalty info, and more. Guest Insights provide greater detail regarding customer in-store movement such as dwell time and heat maps highlighting areas of interest and greater foot traffic. We can also identify which competitor sites are being visited, track price comparisons from those competitors, and show which social media platforms are being used by customers in the store, all offering great opportunities for advertising and promotional responses to those very same customers.

Q How do insights into dwell times, foot traffic, and Web browsing habits within stores help retailers make smarter marketing decisions and boost revenue?

These data points show which products are attracting the most interest and where, enabling the retailer to adjust store layout to best maximize sales. By knowing the web browsing habits of in-store customers, key insights emerge regarding the products most desired by current store customers. Competitors and pricing are also revealed, allowing promotions to be crafted to specifically counter those competitors.

These insights also get to the heart of what marketing

or merchandising decisions work and which don't. Did that 4th of July sale really increase store traffic? Did adding digital signage to the shoe display engage more customers? Being able to test and measure marketing decisions is critical, and doing that in a store environment requires having the means to measure the customer behavior changes.

Q How can Wi-Fi analytics help retailers make predictions about their businesses and what actions can they then take to capitalize on this intelligence?

Aside from the way these analytics inform marketing and merchandising decisions, the data can also be used to improve operations. For instance, managers can plan much more accurate staffing levels, ensuring adequate and properly trained staff is available without overstaffing, no matter what programs and promotions are planned.

Similarly, having detailed heat maps of traffic patterns, and especially the impact on traffic flow as particular displays are placed in high traffic areas, allows the store to predict which areas are most valuable when allocating space to alternative merchandising and product options.

Hughes offers a full portfolio of managed network and digital media solutions to enterprises so they can focus on business and not on IT. Offered under the HughesON™ brand, these advanced solutions offer cost effective, reliable, and scalable services that transform broadband connections, empower employees, and elevate customer experiences, all to turn shoppers into buyers.

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