



Established in 1984 as an IT products retailer, our client is now a household name, boasting 40 retail stores across Singapore and Malaysia. With over 50 major product categories, our client is a one-stop retail store for all IT needs, providing reliable brands, products and services for everyone.

CHALLENGES

With plans to increase its market share, our client wanted to:

1. Form new customer segments
2. Introduce targeted marketing for each customer segment
3. Increase the size of its existing loyalty program

To begin, they wanted to first identify the demographics of existing customers. Also, tools were needed to gain intelligence on customer preferences and purchasing behaviour.

SOLUTIONS



AVer's Video-Analytics-as-a-Service ("VAaaS") was chosen and installed in 3 stores to provide real-time people counting, crowd density and audience profiling

Besides meeting our client's requirements, AVer offered other value-added features such as mobile app with real-time analytics summary, live view streaming and integration with their existing POS servers for real-time **Retail Conversion**.

BENEFITS WITH AVer's VAaaS



People counting analytics enabled our client to know the footfall to stores.



Example of people counting analytics report for all stores

1. Know the number of walk-ins
2. Calculate **retail conversion**
3. Identify off-peak and peak periods



With audience profiling analytics, our client could identify the profile of customers.



Example of audience profiling analytics report (by age group)

1. Know the demographics of shoppers
2. Map out possible customer segments for targeted marketing strategies
3. Learnt that product lines had to be altered for 2 of its stores



Crowd density analytics enabled our client to understand customer shopping behaviour.



Example of crowd density report

1. Know which sections in each stores were most popular with customers
2. Allocate more retail staffs at popular sections to offer assistance and encourage buying
3. Adopt various marketing strategies for each store

SUMMARY

VAaaS enabled our client to form customer segments for targeted marketing and plan strategies to reach new customers. More importantly, they were able to increase the average basket size per customer and that resulted in higher revenue.

YOU CAN ACHIEVE BETTER!