



Established since 1989, our client is an optical retail chain which moved away from the conventional way of charging the frame and lens separately to an all-in-one price set. Our client has multiple retail stores in Singapore and provides in-house handmade frames in a myriad of styles.

CHALLENGES

To keep up with changing tastes in Singapore where shoppers can be fickle, our client wanted to:

1. Form clear customer segments to plan eyewear styles and assortment for each store
2. Know the product interaction rate with each product category
3. Know the **Retail Conversion** for each store

SOLUTIONS

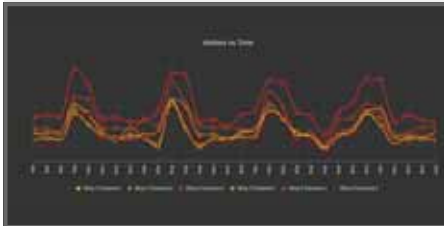


AVer's Video-Analytics-as-a-Service ("VAaaS") was chosen and due to aesthetic reasons, black hardware were installed for better camouflage. Besides meeting their requirements, AVer offered other features such as live view streaming & weekly email summary.

BENEFITS WITH AVer's VAaaS



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



Example of people counting analytics report for all stores

1. Know the total number of customers as opposed visitors
2. Calculate the **Retail Conversion** for each store
3. Allocate 2x more retail staffs on weekends as compared to Wednesdays



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



Example of audience profiling analytics report (by age group)

1. Find out when customers of different age groups and gender were visiting
2. Map out possible customer segments for targeted marketing strategies
3. Plan assortment, style & placement for each store



Crowd density analytics enabled our client to know the draw factors for each store.



Example of crowd density report

1. Discovered that shoppers were drawn to the eyewear styles in 2 stores but the simple pricing in 1 store
2. Map out product interaction rate for each style per store
3. Adopt various marketing strategies for each store

SUMMARY

VAaaS opened up a world of insights on who these customers are and what they are looking for. Answering these questions has allowed our client to be smarter with selling strategies, placing them at a winning edge.

YOU CAN ACHIEVE BETTER!