

Connected Analytics for Retail



OPTIMIZE RETAIL OPERATIONS AND TRANSFORM CUSTOMERS' EXPERIENCE WITH ANALYTICS

What Is Connected Analytics for Retail?

Cisco® Connected Analytics for Retail (CAR) is packaged analytics software and services that provide retailers with actionable insights on customer shopper behavior and store operations, enabling you to improve your customers' in-store experience and boost store performance. Using data from sensors such as video, Wi-Fi, in-store location intelligence, and cart tags, CAR uses advanced data science and analytics techniques, generating fact-based information at the right time. This helps buyers, merchandisers, marketers, and store management better understand shopper behavior and derive actions to personalize the shopper experience, improve conversion, and increase sales. Analytics also provides insights on store operations that can optimize service levels at frontline checkout, and make sure of optimal staff utilization for better return on investment.

The Power of Analytics in Retail

Customer buying preferences, purchasing patterns, and expectations are changing. Selling channels have also changed, with the growth of social media and mobile apps. With increased mobile device use, the Internet of Things, and the evolution of cloud technology, large amounts of data are piling up in retailer and supplier data warehouses. These major shifts create new challenges for the retailer and customer relationship. Now the focus in retail has shifted from a merchant-driven business in which product is a differentiator to digital models in which decisions are formed from data. Retailers now look to create enduring customer relationships and customer experiences to drive continuing revenue. Knowledge on how to create and cultivate these enduring relationships with your shoppers can be



derived from analytics.

Retailers have mastered web analytics for online marketing and site management. However, most retailers are still flying blind when it comes to understanding their customers in the store.¹ Cisco research shows that retail has high potential value to be gained by using IoT to gather store metrics—up to 11 percent, or \$1.584 trillion in additional net profits.²

How is Connected Analytics for Retail Different?

Historically, shopper insights from physical retail

¹ "How Location Analytics Will Transform Retail" by Tony Costa, Harvard Business Review (March 12, 2014)

² Cisco Consulting Services 2013

locations have been gained from manual processes that lack objectivity and are not scalable or in real-time. Cisco's networking and infrastructure expertise provides unique capability to combine in-store customer and store operations metrics in a sensor fusion platform. This creates accurate insights for retailers to improve in-store shopper experience and operations. Because our analytics offering is built upon existing Cisco offerings, and uses Cisco assets, with CAR you acquire large amounts of data across platforms such as mobile, video, web, and social media in a scalable way that is non-invasive to your everyday store operations. This means you can measure every shopper across all of your stores.

Our unique IP and data science services generate easily consumed visualizations and recommendations in real time, providing retailers the opportunity to influence store operations and shopper experiences in the moment at the store level. Examples of real-time recommendations that can really make a difference include opening new checkout lanes to minimize wait time. These improvements made in each individual store, day after day, across multiple different locations create overall savings and revenue growth for the entire retail company. Company leaders can use analytics for large-scale decisions that can save the company millions of dollars.

Benefits of Connected Analytics for Retail

- **Understand in-store shopper behavior:** Create better relationships with your customers by understanding their purchasing behaviors. By monitoring their store journey, you can gain insights to optimize their in-store experience to improve engagement and conversion.



- **Improve labor efficiency and management:** Traffic analytics and sales conversion data can help with staff scheduling, allowing the store to be more accurate with staffing requirements for peak shopping times.

Why Cisco

The true value from data and analytics comes from acting on the insights found when connecting the unconnected. As the recognized leader in networking and infrastructure services, Cisco brings together data and analytics in a way no other company can. Not only does Cisco connect more people, processes, data, and things than any other company; we can also bring analytics to data wherever it is. No matter how big or how remote, we can turn information into action almost instantly. We bring data access and analytics to the edge of the network to provide information and insight: insights you can use to change behavior, capture opportunity, respond to threats, and improve your business.

For More Information

For more information about Connected Analytics for Retail or to request a private briefing, contact us at ask-retail-analytics@cisco.com.

