



Spatial Intelligence for Retail

Challenges

Retailers are always looking for ways to reduce costs, improve customer experience, and drive incremental revenue in their highly competitive industry. Given recent trends in labor availability and the broader economic environment, the demands placed on store managers and retail executive leadership have never been greater. Time and money are scarce, so retailers need solutions that are inexpensive and easy to deploy that deliver a fast return on investment.

AiFi's Spatial Intelligence solutions are designed to be just that, with installation in a single day and system pricing that delivers a fast and meaningful return on investment. Our Spatial Intelligence solutions help retailers to:

Solution

- Reduce costs with more efficient operations
- Improve customer experience with better shopper flow and customer service
- Drive incremental revenue with real time selling alerts, better on-shelf availability, and improved effectiveness of in-store promotions and displays
- Reduce losses due to theft or fraud

Optimize Shopper Experience:

- Understand customer / staff interaction points and their impact on sales
- Leverage customer flow heat mapping to improve store navigation

Theft and Fraud Prevention:

- Identify suspicious behavior to reduce theft
- Flag potential fraud if a return is processed with no customer present

Improve Operations:

- Track queue lengths and customer wait times
- Automate staffing to meet target wait time and labor expense objectives
- Direct staff to their best and highest use based on real-time store activity

Drive Incremental Revenue:

- Improve in-store promotion and display effectiveness with traffic, shopping and conversion statistics for each display or promotion
- Ensure in-stock position where it matters - with high velocity or high margin items
- Get real-time alerts for selling opportunities when a customer is in front of a locked case or high value item



What AiFi Can Help Understand

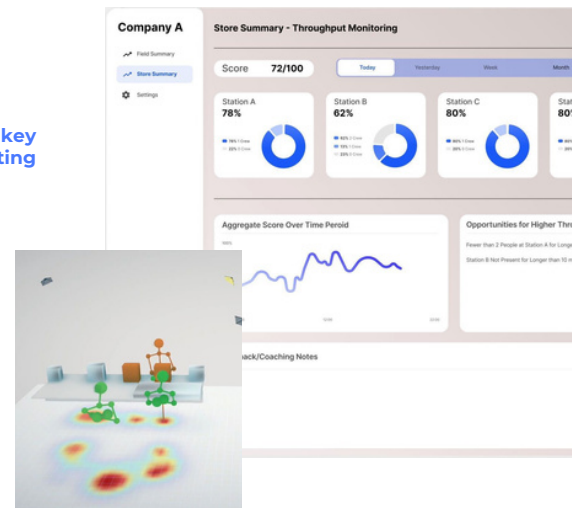
- Is your store operating efficiently?
 - Do you have the right people in the right places at the right times?
 - Benchmarking: how does your store performance compare to other stores?
- Are your customers getting the best experience you can deliver?
 - Is your staff being helpful, resulting in more purchases?
 - Are your customers waiting too long for service or for checkout?
 - Are they able to smoothly make their way through the store?
- Which in-store displays and promotions work best?
- Am I losing sales due to out-of-stocks?
- Where do my customers need help right now?
 - To access a locked case
 - For selling assistance with high value items
- What can I do to reduce theft or fraud losses?

What AiFi Can Help Output

- Comprehensive Location Dashboards
 - Wait times and queue lengths for all areas
 - Customer flow heat maps
 - Promotional display sales funnel and relative profitability reporting
 - Staff / Customer interactions and conversion reporting
- Real Time Alerts
 - Selling Opportunities: customer waiting by a locked case or high value product
 - Operations: queue length or wait times above threshold level
 - Anomalous Behavior: suspicious customer behavior or potential fraud

Dashboards with key metrics and reporting

Location tracking worker or customer



Why AiFi?

Track Accurately: High interaction fidelity key point tracking technology provides unparalleled accuracy in capturing shopper and staff activity.

Robust Analytics: Build rules-based, real-time alerts and analytics with metrics and heatmaps.

Flexible & Scalable: Platform designed to build further business logic for productivity and efficiency.

Proven Technology: Launched in 200+ locations worldwide in the most demanding autonomous checkout retail applications.

Privacy Controls: Compliant with GDPR and other privacy laws.