

A man in a light blue short-sleeved button-down shirt with a name tag is standing and pointing at a laptop screen. He is assisting an elderly couple. The man is wearing glasses and has a beard. The elderly man is wearing a green polo shirt and glasses, and the elderly woman is wearing a white top and a beige cardigan. They are all smiling and looking at the laptop. The setting is a modern office or retail environment with large windows in the background showing a green landscape.

Master customer service

boschsecurity.com/instoreanalytics

In-Store Analytics
Operations Module



BOSCH
Invented for life



Excellent customer service can set your store apart, helping you increase loyalty and sales. Planning the right level of staffing is essential to achieving service excellence, yet it can be difficult to plan for peak times without the proper tools and information.



Using point of sale data, such as items sold, is unreliable as understaffing can impact those results. Limited staff can translate into long lines, abandoned shopping carts, and a lack of assistance on the floor for customer questions. Prevent a downward spiral of underperformance with a solution that gives you detailed store traffic information.

Optimize store operations based on
real-time customer traffic data

A toolset to measure and optimize service performance

To get it right, you need to plan and evaluate service and staffing against accurate customer traffic data. Understand how many shoppers are entering your store and at what days and times during the week with the In-Store Analytics Operations Module from Bosch. This solution provides reliable store traffic data that operations managers can use to ensure sufficient staffing during peak times and to continually evaluate planning and the quality of customer service.



Drive traffic into your stores

Store Traffic Meter



- ▶ Compare traffic levels across stores and departments.
- ▶ Spot areas with declining traffic in need of service or marketing measures.
- ▶ Measure whether your actions have the impact needed to revert the trend.



Easily setup up traffic data generation by marking any door, floor or department areas on your store plans. Compare performance of these areas within one store or across stores. Set up automated e-mail report to update store managers on their traffic performance.





Maximize service performance

Store Traffic Meter



- ▶ Pull traffic data into your resource management system to create precise staff schedules that keep customer service ratios on point, even at peak times.
- ▶ Compare traffic with sales transaction data to calculate conversion rates.
- ▶ Identify low conversion areas that need staff count adjustments or additional training.



For every area you measure traffic, navigate from a week or day level down to a 15 minute resolution. This helps you precisely determine the moments to add extra staff, right in time to attend to a peak inflow of new customers. User our API's to integrate traffic data into your business processes.



Reduce waiting times

Queue Meter



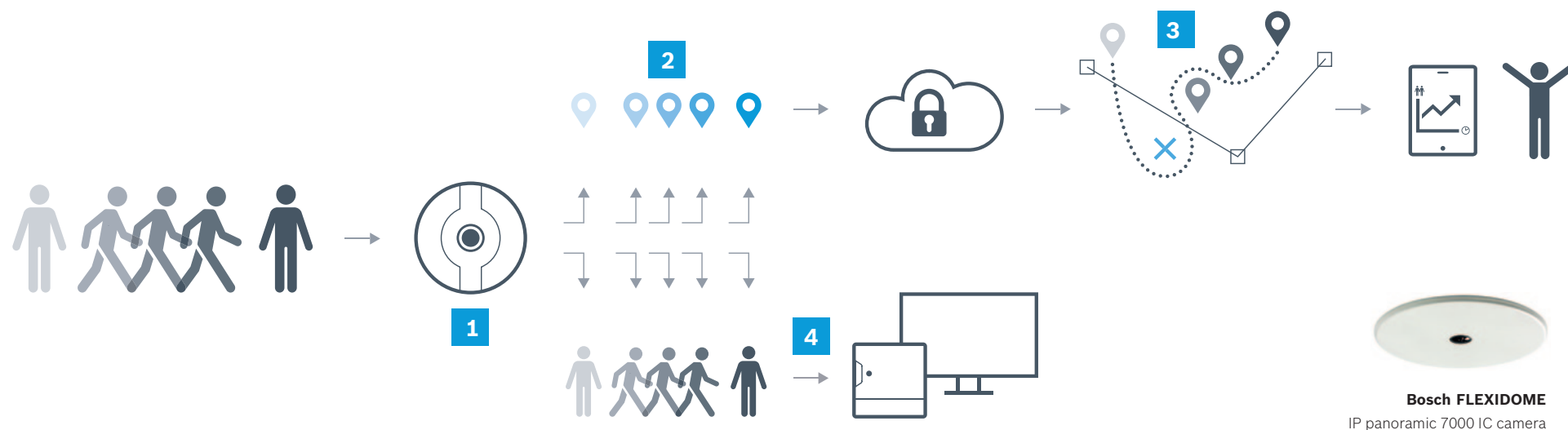
- ▶ Keep checkout areas and service kiosks under control at all times.
- ▶ Quickly identify problem stores and diagnose problem origins with detailed metrics.
- ▶ Consult store managers with actionable insights on how to improve the checkout experience.



Easily setup any service kiosk, manned or un-manned checkout area for performance monitoring. Chose between real-time and weekly dashboards views.



Bosch FLEXIDOME IP panoramic 7000 MP cameras are positioned to provide visibility across your stores. Their position data is sent to the cloud where it is mined into performance metrics and traffic visualizations.



A scalable and reliable system setup.

Reliable data

Multiple layers of data processing get our data and visualizations as true to reality as possible. FLEXIDOME IP panoramic 7000 MP cameras **(1)** come standard with Intelligent Video Analytics which reliably tracks people and generates position data **(2)** of their movements throughout the store. Position data is then sent to the cloud, where advanced cloud-based processing algorithms filter it according to individual store environments **(3)** achieving a minimum of 95% data accuracy.

Unobtrusive, protecting shoppers privacy

Position data is anonymous and sent to the cloud independent of the actual video streams, protecting the privacy of shoppers in your stores. The video streams are located locally **(4)** where they can be used for loss prevention purposes. Recording solutions like Bosch Video Management system allow for smart forensic searches of the video recordings. Our rewarded cameras can be painted over in your ceiling colour to seamlessly blend in.

Easily covering large store sizes

Position data generation on-board each camera allows distributed data processing, scaling across the largest store surfaces, so you can analyse and optimize merchandising and service performance in any corner of your store. Performance is not limited by the processing power of an onsite PC, a common hindrance to the success of other retail analytics solutions.

A Tradition of Quality and Innovation

For over 125 years, the Bosch name stands for quality and reliability.

Bosch is the global supplier of choice for innovative technology, backed by the highest standards for service and support.