



COMPANY NAME

Xovis

XOVIS PARTNER

SenSource

LOCATION

International

INDUSTRY

Retail

APPLICATION

Customer journey analysis

CASE STUDY

Retail Customer Journey Analysis

HOW SENSOURCE AND THE XOVIS TECHNOLOGY UNVEILS CUSTOMER INTENT

CHALLENGE

In an era of rapidly changing consumer behavior, retailers are left applying traditional forms of analysis to a new set of realities. The simple conversion equation that birthed people counting technology made the assumption that every visit to a retail space was made for the same reason. Consumer behavior becomes more complex and the reasons why people visit retail spaces begins to diversify in even greater ways. Therefore retailers need a new set of tools to capture this complexity.

- How to classify the intent of someone entering a retail space using accurate, scalable technology?
- How to identify and meet the variety of customer needs represented by daily visitors?
- How to compare store performance in light of a variety of reasons for a visit?

SOLUTION

The accuracy and Multisensor capability of Xovis 3D sensors make providing this type of insight on customer intent a reality for most retailers.

- Measure engagement with different areas of the retail space to classify visitor intent.
- Summarize time spent and level of engagement with product areas and service areas to identify and eliminate any pain points.
- Visualize patterns and summaries of in-store customer journeys for planning and layout decisions.

BENEFITS

By providing a richer and more dynamic picture of store visits this solution is able to:

- Provide a clearer picture of true conversion by classifying true selling opportunities.
- Measure the mix of customer behaviors from shopping to service areas.
- Optimize staff to match the profile of needs presented by customers entering the store.
- Provide metrics on level of engagement at the fixture or zone level of each store.



CASE STUDY

How does Xovis work?

Responding to the fast-growing demand for solutions that bridge the gap from conventional people counting to comprehensive in-store analytics, a growing number of retail experts measure KPIs such as footfall, dwell times and conversion rates with the Xovis 3D Sensors and software. Unlike the conventional people counting solutions, Xovis can connect numerous 3D sensors to deliver insights beyond the doorstep.

A BROAD PORTFOLIO

There is a broad portfolio of Xovis 3D Sensors with the widest viewing angle available on the market to count and track people anonymously. One sensor can be mounted on ceilings from 2.2 to 30 m (7.5 ft. to 65 ft.) and covers up to 100 m² (1100 sq.ft.) of tracking area.

According to the study "Rise to Challenge – The Risks and Opportunities of Digitization for Airports," from Roland Berger, a five-minute delay for 25 percent of passengers at the security checkpoint could induce a drop in retail sales of 2 to 3 percent. People that wait more, spend less.

INTEGRATION MADE EASY

The user-friendly WebGUI guides through the simple first-time set-up or any reconfiguration at a later time. The sensor software (firmware) also enables the designation of 99 counting lines and dwell zones per sensor as well as the set-up of a Multi-sensor with up to 9 sensors to track people continuously through large areas. No additional hardware or software is required.

Count statistics, heat maps, and other basic tools come along with the sensor software. For further visualization and analysis, Xovis 3D Sensors can easily be integrated into an existing software environment and

third-party applications via XML-based interface and API. There are also additional, easy-to-integrate Xovis hardware devices with new software modules for applications such as queue and POS management in large, hectic areas with an unlimited number of sensors.

UNMATCHED ACCURACY

A high-resolution 3D image or stereo image of the covered/ recorded area is calculated on the sensor up to 30 times per second. Based on this, every person entering the covered area is counted and tracked anonymously. Persons are recognized individually even if they are next to each other. Counting Accuracy over 99% is guaranteed, i.e., 99% of the persons in the covered area are counted and tracked.

A FUTUREPROOF INVESTMENT

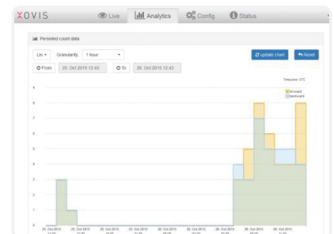
Power over Ethernet (PoE) to combine data connection with power in one cable and a Mean Time Between Failure (MTBF) of 25 years simplify installation and keep the total cost of operation low. Image processing occurs directly on the sensor. No video stream leaves the sensors and data privacy is guaranteed. The Xovis portfolio includes a model with wireless functionalities as an add-on, though the Xovis technology does not depend on signal-emitting devices and is highly robust against all kinds of external influences such as shadows, light changes, and heat emissions.



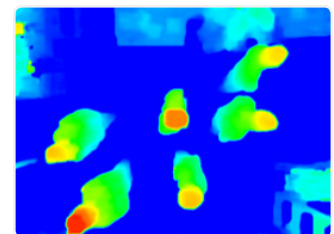
PC2R with WiFi-Module



PC3



Xovis 3D sensor and firmware can easily be integrated



3D image computed by Xovis sensor indicating heights and distances by different colors

CASE STUDY

Technical Data

| | |
|-------------------------------|-------------------------------------------------------------------------------------------------|
| WORKING PRINCIPLE: | 3D stereo vision / distance measurement |
| INSTALLATION ANGLE: | +/- 15° in x-axis +/- 5° in y-axis |
| OPERATION TEMPERATURE: | 0°... 45 °C |
| WITH OUTDOOR HOUSING: | -25°... 40 °C |
| STORAGE TEMPERATURE: | -20°... 70 °C |
| AIR HUMIDITY: | 20 ... 80% |
| CONNECTION: | RJ45 Ethernet, cat.5e |
| POWER SUPPLY: | PoE Class 0 / (IEEE 802.3af) |
| POWER CONSUMPTION: | < 5W |
| REQUIRED ILLUMINATION: | 2 lux / 9 lux (outdoor) |
| SIZE (LxWxH): | PC2 / PC2R/ PC2S: 13.0 x 9.4 x 3.0 cm PC3: 33.0 x 6.1 x 4.0 cm PC3-0: 38.5 x 9.0 x 8.6 cm |
| WEIGHT: | PC2: 350 g / PC2R & PC2S: 250 g PC3: 600 g / PC3-0: 1700 g |
| MOUNTING HEIGHT: | PC2 / PC2R / PC2S: up to 6 m PC3 / PC3-0: up to 20 m |

ABOUT XOVIS

With more than 65'000 Xovis 3D Sensors in the field, Swiss-based Xovis is the market leader in people flow monitoring in the airport and retail industry. More than 65 international airports and 150 system integrators in the retail industry count on the combination of Xovis 3D Sensors and software solutions to move people more smoothly through their facilities, optimize their resource planning and increase customer satisfaction as well as revenues. Founded in 2008, Xovis has evolved from a three-man start-up to a high-tech company with over 90 employees. Xovis is headquartered at the gates of the Swiss capital Bern. The US office is Boston, MA.