

# insights™

## Retail

Based on 30+ years securing retail facilities, we are utilizing customized data, tools, and methodology to leverage best practices across your retail operation – delivering actionable intelligence and analytics like never before.



# IMPROVE RETAIL OPERATIONS

STANLEY Retail Insights™ provides answers to your top of mind operational questions

## Improve Conversion Rates

**Q:** // How can I adjust staffing to accommodate store traffic volumes, adjust queue length, and increase sales?  
How do customer dwell times impact sales conversions? //

## Enhance Customer Experience

**Q:** // How can I more effectively staff high-traffic areas of the store to improve customer experience and basket size?  
What are my average service times and how can I identify my outliers? //

## Optimize Training & Processes

**Q:** // How can I identify inefficiencies and areas where further employee training or process improvement is needed? //

## Facilitate Fulfillment

**Q:** // How do I improve fulfillment by facilitating transfers? //

**ANSWERS:**

Use Case	Description	KPI	Data Source	Business Benefit
Conversion rates	Number of people purchase vs. enter	Hourly conversion rate	Cameras, EAS, or other people-counting devices / POS data	Adjust staffing for customer service
Customer checkout time	Time from arrive at checkout until transaction is finished	Customer checkout time	Cameras and sensors	Adjust staffing for customer service & satisfaction
Number of customers in line	Queue length	Hourly queue length breakdown	Cameras and sensors	Adjust staffing for customer service & satisfaction
Transaction time	Time it takes to check a person out at the register	Time of transaction vs. number of items	POS data	Operator efficiency training / items not tagged properly – price check
Register performance	POS transactions that are corrections	% of employees per transaction	POS data and cameras	Operator training and process issues
Occupancy level	Number of customers, cars, or other in a service area	% occupied throughout the day	Cameras and sensors	Staff levels and staff efficiencies



# ADVANCE LOSS PREVENTION

Answers to your key loss prevention questions

## Reduce Internal Theft

**Q:** // What conclusions can I draw when correlating store associates, video analytics, and POS actions such as returns, price checks and overrides, and cancels/suspends? //

## Reduce External Theft

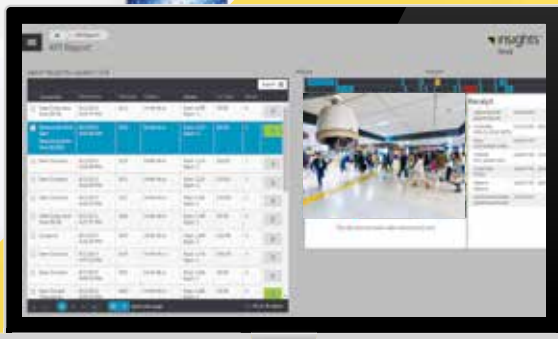
**Q:** // How can I identify and reduce shrink from returns and price overrides? How can I utilize data from my EAS system to reduce loss? //

## Manage Assets

**Q:** // How do I know which items to tag to get maximum benefit? How can I track items throughout the facility to reduce loss and improve asset distribution and utilization? //

**ANSWERS:**

Use Case	Description	KPI	Data Source	Business Benefit
Store and cashier performance - sweet hearting	Average order / purchase value	Basket size, value, cashier, time	POS data	Improve store performance, upsell, reduce shrink
Item correction at POS	Cashier manually changing item scanned	Absolute # or weighted by # transactions	POS data / video audit	Improve store performance, change training, reduce shrink
Cancels at POS, followed by specific POS activity	Sales transaction canceled	Absolute # or weighted by # transactions	POS data / video audit	Customer satisfaction / reduce shrink
Suspends at POS followed by specific POS activity	Sales transaction suspended	Absolute # or weighted by # transactions	POS data / video audit	Customer satisfaction / reduce shrink
Price check at POS followed by specific POS activity	Price check on item	Absolute # or weighted by # transactions	POS data / video audit	Customer satisfaction / reduce shrink
Returns / returns without customers	Returns / returns without customers	Absolute # or weighted by # transactions	POS data, camera / video audit	Customer satisfaction / reduce shrink
Price overrides	Reduce price overrides	Total value and # of price overrides	POS data	Reduce revenue lost due to improper price overrides
Predictive analysis of shrink	Can we reduce shrink if we tag specific items?	Shrink (predicted)	Audit data, inventory data	Understand which items to tag to get maximum benefit



# ENRICH YOUR MARKETING

Get answers to your retail marketing questions from your operational systems

**Q:** // **Gauge Promotion Success**  
How can I easily measure store traffic volumes against promotions and compare it store vs. store? //

**Q:** // **Increase Basket Value**  
What is the current conversion rate and basket value? How is this impacted by placing adjacent merchandise together at endcaps or in aisles? //

**Q:** // **Monetize Merchandising**  
What is the value of aisle space or endcaps? How long are people spending with one merchant vs. another? //

**Q:** // **Understand Your Customers**  
Based on store traffic demographics, how can I further segment my customer base and reach them more effectively? How can I better understand and segment my loyalty card holders? //

**ANSWERS:**

Use Case	Description	KPI	Data Source	Business Benefit
Customer traffic	Number of shoppers over time	Hourly traffic	Cameras, EAS, or other people-counting devices	Understand peak traffic times and leverage promotional activity
Dwell at endcap / aisle	Number of customers that look at items for how long	Length of time spent at aisle space	Cameras and sensors	Monetize aisle space to charge premium
Customer demographics	Age and gender of customers	Hourly age / gender breakdown	Cameras	Better understanding of customer base
Customer value management	Segment and understand most loyal customers	High-value customer, AUR, units per transaction	Loyalty POS	Increase customer lifetime value
Traffic flow patterns	Heat map of store traffic areas and patterns	Traffic patterns	Cameras and sensors	Identify high traffic areas for product and promotional placement



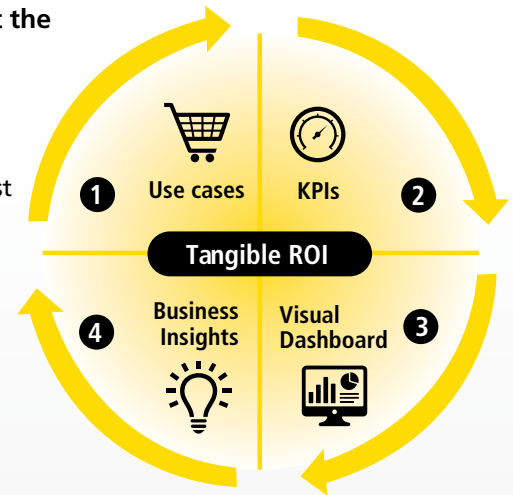


# STANLEY RETAIL INSIGHTS™ ANALYTICS SOLUTIONS

STANLEY Retail Insights™ Analytics Solutions software delivers rich, meaningful information on key performance measures to drive excellence in loss prevention, security, marketing, operations, and customer service. Pull together data from multiple disparate systems including video analytics, point of sale, EAS, weather platforms, and more onto a dashboard allowing you to report on key metrics for your stores and creating actionable business intelligence across your locations. By correlating data from multiple data points you can help **mitigate loss, improve profitability, optimize performance, and increase conversion rates**, all while enhancing the customer experience.

STANLEY Retail Insights™ lets you track and improve metrics that directly impact the success of your retail operation

- ▼ Transform data into visual information that you can use for meaningful results
- ▼ Analyze trends and ask questions of your data
- ▼ Provide context to drive better decision making
- ▼ Increase visibility and minimize loss
- ▼ Improve process efficiency and reduce cost
- ▼ Save time by reducing cumbersome, traditional reporting
- ▼ Realize operational improvements



## STANLEY Insights™ Professional Services

For a 360-degree view of your operation, STANLEY's data scientists and business consultants can partner with you to create value for your retail business utilizing multiple data sources. We provide an **Analytics Assessment** leveraging our methodology and your data streams to correlate, analyze, and measure your store activities. Armed with knowledge, we can create a plan for improved business operations to help drive results for your business. We can also help you implement and execute your analytics initiatives through our **Data Science and Advanced Analytics Services.**



Dashboard Visualization & Analytics



## ABOUT US

STANLEY Security, a division of STANLEY Black & Decker (NYSE: SWK), is a provider of integrated security solutions for commercial and industrial organizations globally. We deliver a comprehensive suite of security products, software and integrated systems with a strong emphasis on service.

Learn more about how STANLEY Security can help meet your security needs.

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