



## Business Intelligence for Your Store

**Improve customer experience and increase profits in your stores**

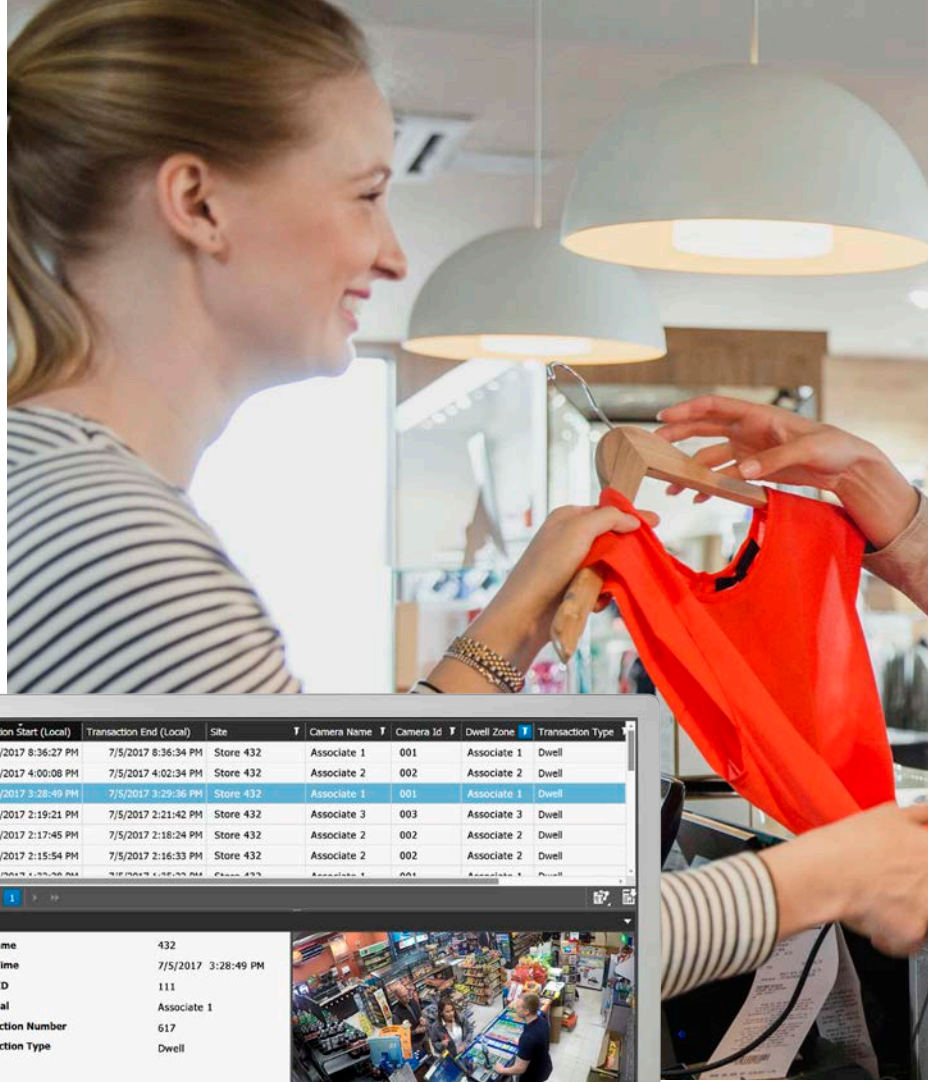
Complement your March Networks® Searchlight™ for Retail solution with highly accurate business intelligence analytics from the FLIR Brickstream® 3D Analytics Sensor. The sensor captures and analyzes data on people counts, queue lengths and wait times, and service arrivals/service times. Searchlight incorporates these analytics with your store's POS data, giving you powerful insight on business trends, as well as in-store operations and performance.

# Improve Customer Experience

Store managers can analyze the peak hours and speed of service times for their stores; this allows them to adjust staffing schedules accordingly.

## Know how long each customer has waited




The integration of Searchlight and Brickstream lets you review the details around incidents of customers waiting too long, including the video of the customer and the statistics of the wait time. This allows you to identify any corrective actions that may be required.



## Get daily emails listing all instances of exceeded wait times

Searchlight automatically sends reports via email to alert store managers about customers whose wait time exceeds that store's acceptable limit. Managers can click the "View" link to jump right to the details of each specific instance. This allows them to proactively follow up with a customer prior to that customer potentially submitting a negative review online.

Additionally, Operations Managers can use these email reports to keep track of a store's performance and compliance status, and better understand staff time usage on breaks or on shift.

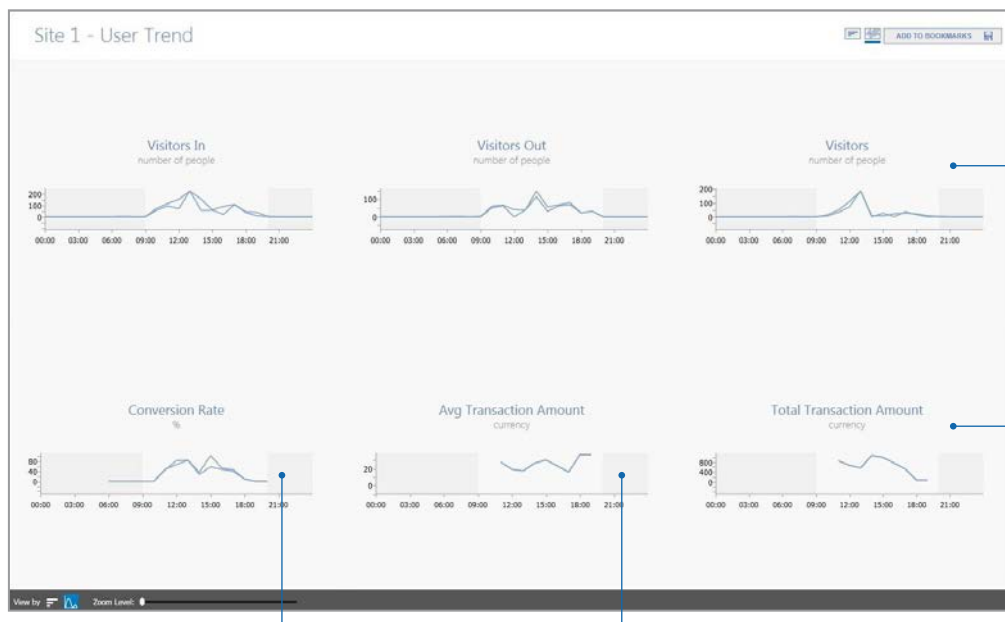
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## Determine Conversion Rates

By integrating Searchlight and Brickstream, you can compare how many “shoppers” turned into “buyers” across your stores. Searchlight reveals valuable business insights like total number of visitors, the percentage of customers who made a purchase, the average dollar amount per transaction, and the total dollar amount for all transactions.



Get an hour-by-hour count of the number of people who entered the store that day.

Uncover the total dollar amount for all transactions, on an hour-by-hour basis.

Learn the percentage of customers who made a purchase prior to exiting your store, on an hour-by-hour basis.

Examine the average dollar amount per transaction, on an hour-by-hour basis.

# Assess Your Store's Layout for More Efficient Use of Space

Analyze customer traffic to determine whether signage is properly placed, and whether the real estate and traffic patterns are sufficiently accommodating customer dwell zones, e.g., checkout lines and endcaps/displays. You can gauge the efficiency of the real estate usage, and adjust accordingly in other stores.

## Are you set up for efficient traffic flow?

In-store real estate is important to Regional Managers when it comes to the traditional customer dwell zones, such as checkout lines, customer service, and merchandise displays. Searchlight and Brickstream help you analyze how many customers are in your store, where they congregate, and for how long.

## Are people noticing the promotional displays?

It's important to know whether the various promotions are getting the visibility they deserve within the store. The more customers who stop to read the promotional signage, the more successful the program will likely be. The integration of Searchlight and Brickstream allows you to estimate how many people stop to notice that signage.



For detailed information on how the integration of Searchlight for Retail and the Brickstream Analytics Sensor can help you improve customer service, promotional efforts, and profits for your store, visit [www.marchnetworks.com/retail-brickstream-3d](http://www.marchnetworks.com/retail-brickstream-3d)