

Customer Success Story

Retail Customer Behavior

Thingsquare helped a multinational white goods manufacturer increase sales by understanding shopper behavior



Customer:
Leading white goods brand



Market:
Retail



Outcome:
Increased sales



A multinational white goods brand wanted to understand how their customers were shopping in physical stores.

The company chose Thingsquare to develop a wireless system that could see what goods customers interacted with, without using cameras.

The system was rolled out in 40+ stores across Europe and provided insights into how to improve store planning for increased sales.

Challenge

Better understanding of customer behavior can increase sales, but collecting customer data from physical stores is hard.

This leads to underperforming sales.

Sensors must be quick and easy to install since they will be used in large stores during only a month for each measurement.

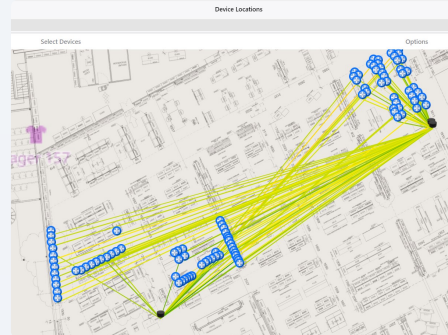
Stores can be very large and there is a lot of people walking around. The wireless network must still work.

Solution

The solution consists of wireless sensors that are attached to white goods and other items inside stores.

Each sensor measures and reports shopper interaction. The data is collected in a database for analysis.

To speed up installation, we developed an installation checklist smartphone app that allowed a group of students to install hundreds of sensors per store, in less than an hour.



A wireless mesh network covers even large stores with the help of network extenders.

Outcomes

- Sensors added to white goods inside stores to monitor shopper behavior
- System deployed in 40+ electronics stores throughout Europe
- Measurable increase in customer purchase from placement optimizations based on sensor data

Let Thingsquare Help You Succeed With Your Wireless Project

Check out our IoT solution planner at

www.thingsquare.com