



# SMART SURVEILLANCE, SMARTER SHOPPING AI TRANSFORMED A LEADING AMERICAN SUPERMARKET CHAIN'S CUSTOMER EXPERIENCE

**DATAMATICS**

The client, a wholly owned subsidiary of a major U.S. retail corporation, has been a trusted name in the supermarket industry since its founding in 1960. Committed to delivering fresh, high-quality products and exceptional customer service, the company has expanded to operate over 250 stores and 60 fuel centers. Known for its dedication to community and innovation, the client continues to evolve, adapting to modern consumer needs while upholding its legacy of excellence.

## The Challenge: Operational Gaps & Poor Experience

A leading American supermarket chain managing over 250 locations nationwide faced mounting operational challenges that impacted both efficiency and customer experience. Long checkout queues led to frustrated shoppers, inefficient workforce allocation caused bottlenecks, and the inability to predict peak hours resulted in missed revenue opportunities.

Traditional surveillance systems only provided passive monitoring with limited real-time insights, making it difficult for store managers to respond dynamically to customer flow and staffing needs. Employees were either underutilized or overwhelmed, and opportunities to create a frictionless shopping experience were slipping away.

The retailer needed a breakthrough system that could transform passive surveillance into an intelligent, data-driven tool for efficiency and customer satisfaction.

## The Solution: AI Video Analytics Optimization

The supermarket chain implemented an advanced AI-powered **video monitoring and analytics solution**. This system leveraged cutting-edge algorithms to extract actionable insights from real-time images and video feeds, providing visibility into customer behavior, foot traffic, and potential security risks.

Unlike conventional surveillance, the AI solution:

- Tracked customer movements and queue lengths to optimize checkout counter allocation.
- Analyzed foot traffic patterns to improve store layout planning.
- Provided store managers with an intuitive interface to configure settings such as store name, camera ID, and data preferences within minutes.
- Enabled customizations within weeks to refine insights and enhance store performance.

With AI-powered analytics and a GenAI-driven dashboard, store managers could make data-backed decisions to dynamically manage staff deployment, reduce congestion, and enhance customer service efficiency.

The solution tracked customer movement, queue lengths, and foot traffic, optimizing checkout counters and store layouts. What was once a passive surveillance system had evolved into a powerful business intelligence tool, helping the supermarket chain operate at peak efficiency while enhancing customer satisfaction.

## The Impact: Faster Checkouts, Higher Efficiency, and Smarter Decisions

### 90% accuracy

in waiting time and dependency analysis, reducing congestion and enhancing queue management

### 80% accuracy

in identifying customers within groups or queues, ensuring optimal staff allocation

### 90% accuracy

in customer activity detection and tracking, leading to improved crowd management

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