Shopper Engagement

- Access precise **shopper demographic data** to learn more about **who is in your store**

- **Increase conversion and transaction size** by **adapting the assortment and merchandise** to target groups of shoppers

- Define **power hours by gender and age** to help **improve customer service**

- Know the **portion of shoppers who provide feedback** versus total traffic of the store

- Quantify the **relationship between key performance indicators and customer satisfaction scores**

- **Deliver a better experience** by aligning labor hours with customer satisfaction

- **Map and segment all stores** based on key performance indicators including customer satisfaction

- Understand **how shoppers are being served** to improve the customer service experience

- Gain insights into **how long** the associate is spending with customers and **how many interactions are happening at the store**

Sensormatic IQ
by Johnson Controls