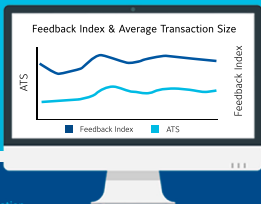


Quantifying shopper sentiment is crucial for the success of any business strategy. Brand Vitality Meter enables businesses to combine customer feedback with traffic metrics from Sensormatic Solutions to identify how to sell more effectively. With this solution, you can:

- Elevate the customer experience through better alignment of labor to traffic
- Evaluate the effectiveness of new business initiatives and its impact on key performance indicators, such as sales per shopper, conversion and customer satisfaction scores
- Quantify the relationship between key performance indicators and customer satisfaction scores

Comprehensive dashboards allow businesses to correlate sentiment scores with other key performance indicator metrics



Measure the portion of shoppers who provide feedback vs the total number of shoppers who enter your location

