

# TrueVUE Fitting Room 360°



## The Fitting Room: The highest conversion area in the store

As an important point of customer engagement in the store, RFID-enabled fitting rooms provide real-time data on shoppers and their interaction with merchandise. This visibility allows retailers to better understand their customers and influence buying decisions in the store's most important conversion zone.

Using RFID technology, retailers can capitalize on the opportunities presented in the fitting room, empowering sales associates with insight into customer preferences and service needs to drive conversion. These smart fitting rooms can deliver data insights to drive merchandising decisions, a better customer experience, and a corresponding increase in sales.

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## RFID sensors capture data to deliver insights and value in 5 key dimensions

### Customer Engagement

- Deliver personalized service and recommendations with insight into fitting room selections
- Enable promotional and cross selling opportunities via interactive displays
- Alert associates to high-value customers and increase conversions

### Merchandising

- Reveal product matching insights from merchandise frequently taken to the fitting room together
- Optimize apparel selections and displays by monitoring items that are repeatedly tried on, but not purchased

### Operations

- Reduce missed revenue opportunities by gauging “put-back” compliance of merchandise left in the fitting room and not moved back to the sales floor
- Maximize the market basket, according to one source, average sales are 2X greater for fitting room customers and 3X greater for customers receiving assistance from a store associate

### Sales Conversion

- Gain conversion insights by comparing types and quantities of items read in fitting rooms to those that pass through the POS

### Staffing

- Ensure staffing aligns with peak fitting room activity by day and hour
- Optimize level of customer service by maintaining associate-to-shopper ratios

## Fitting Room 360° Conversion Insights

Our Fitting Room conversion report combines volume of items entering the fitting room and provides merchandise abandonment and conversion rates. The conversion reports are customizable with configurable attributes to meet your fitting room standards.

- Understand when merchandise enters or leaves the fitting room
- Know the duration of merchandise in the fitting room
- Identify cross selling opportunities based on merchandise brought into fitting rooms

## The Fitting Room 360° Effectiveness report

- Measure the value of shoppers using the fitting room
- Assess conversion rate effectiveness and POS transaction value of these shoppers
- Compare metrics across stores to drive overall improvement.

10%

Shoppers browsing that are likely to buy<sup>1</sup>

67%

Shoppers browsing that are likely to buy when using a fitting room<sup>1</sup>

<sup>1</sup>Fit Happens: Analog Buying in a Digital World, Marge Laney

For additional information, please visit [www.sensormatic.com](http://www.sensormatic.com)

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