



### *Back To Profit with Back To School Sales!*

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The Back To School season is upon us and with it comes the opportunity for retailers to drive traffic to their stores and increase sales to a unique segment of *stocking up, preparing to be productive, dorm- decorating shoppers*. Optimizing a store to get the most out of this short window of mega-opportunity means knowing who this customer is, staffing to their demands, merchandising to their wants and needs and cross-store selling to them from every part of the store. Improving their average ticket on each trip to the store depends on merchandising with precision based on their shopping behavior and preferences.

Retailers can be ready for this spike in business or any other event driven opportunity by having an ongoing way to observe, test and measure store level shopper activity. A retailer who can regularly with efficiency and accuracy, test their store layout, aisle activity, staffing impact and conversion rates will be ready to seize opportunities in a moment's notice. Whether it is an unexpected sunny day, a holiday or a local event getting people into the store, a retailer's success depends on getting it right for those customers in that store. Evaluating shopper behavior as a part of their daily operation enables them to be ready to deploy the changes necessary to serve their customers and improve their store results.

The Back To School shopper offers an opportunity to see how this works. Knowing how, when and with whom this shopper does their shopping allows the retailer to position merchandise in the most compelling way, staff to support the buying process and assort merchandise to maximize cross selling. BVI Networks is one company getting the attention of retailers all over the world who want to do just this. An in-store business intelligence and decisions support product which utilizes advanced video analytics, POS data and powerful data aggregation and presentation, this tool is changing the way retailers plan and respond to the opportunity that store traffic presents. BVI uses new and existing store cameras along with existing POS data to bring a level of shopper insight to the store that has never existed before. Even with expensive and limited observation studies or shop-along studies, retailers only had a static glimpse of a small sampling of their shoppers. Now with the BVI in-store business intelligence system they can view management level analysis of their shopper traffic, interests, buying behavior and purchases along with actual video detail of each analytic. The result is holistic access to shopper

insights for each store and aggregated views of key trends and behaviors that marketing and merchandising departments can use to make improvements in the store.

Because the BVI Networks system is designed to install in the store quickly and provide reports in a manager's email box the very next morning, retailers everywhere are wasting no time in implementing and accessing valuable shopper insights for their next big event.

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