

BIG BOX RETAILER GAINS VALUABLE INSIGHT INTO VISITOR FLOW

Blix Traffic offers tangible understanding of in-store customer flow to optimise store layout.

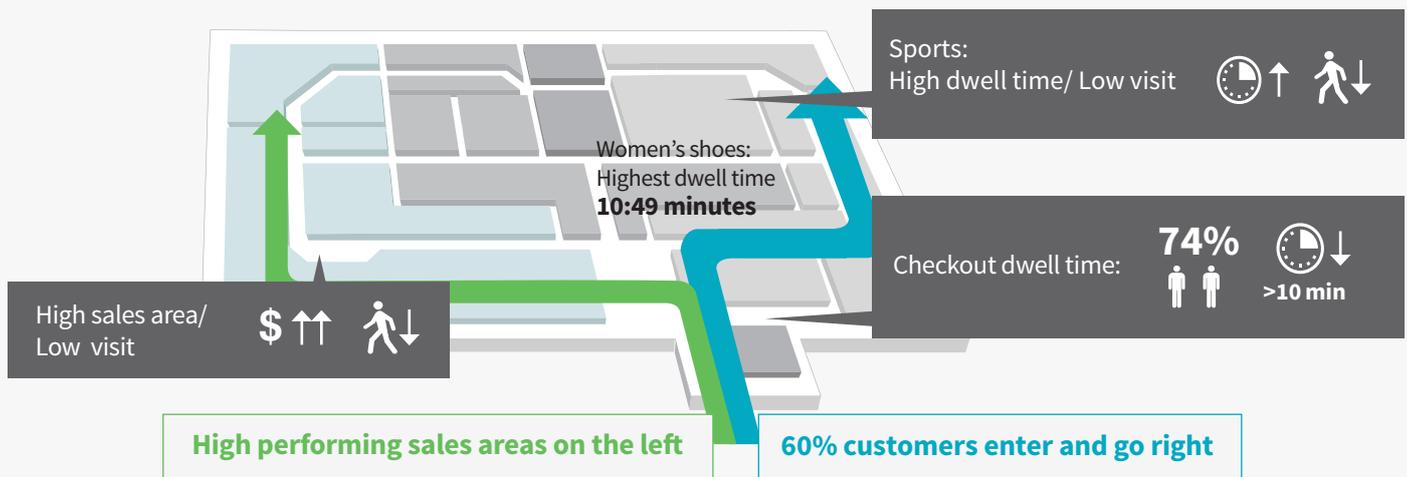
The challenge: Understand how to optimise store layout for better sales

With multiple departments all competing for valuable floor space, getting key insights into visitor patterns means stores can be optimised for sales. The challenge lies in how large category retailers gain accurate insights.

Taking assumptions based purely on sales data is a costly exercise that could mean critical insights are missed. The client engaged Blix Traffic to understand the complete customer journey with real-time data of their footfall traffic so that store layouts increase sales.

Solution: Blix Traffic

By installing 15 Blix Traffic sensors strategically throughout the store the client was able to see patterns in customer behavior and see data for actionable changes to increase sales.



Insights

34% of customers visit more than one department and 38% of those will visit three departments.

Women's shoes has the highest dwell time at 10:49mins and is also the more frequented department.

The sporting department receives the least amount of visitors but inversely has a higher dwell time (9mins) compared to other lower performing departments.

Outcome

- Use in-store tactics to entice customers to visit a second department - which will increase overall dwell time and make them more likely to visit a third department.
- Ensure this department is always stocked and maintained. Locate to the rear of the store to encourage walk-through.
- Position the lower performing departments in locations that encourage walk-bys and thus visitation.