Rethinking Retail

8 EASY WAYS TO EFFICIENTLY IMPROVE PERFORMANCE AND THE BOTTOM LINE
Retail has changed a lot over the last decade. So too have consumers. Retailers need a better way to improve their stores to keep customers engaged and shopping.

1. FootWearNews
2. IHL Group
3. NRF Survey
4. TimeTrade

$37.7 billion lost in potential sales due to long checkout lines.¹

$1 trillion lost because they don’t have what the customers want to buy in stores.²

$46.8 billion lost due to inventory shrink costs.³

74% in-store customers leave without buying when they don’t get timely assistance.⁴
The current siloed approach to performance improvements is too complex and inefficient.

01 Speed of service
Is cutting staff reducing your speed of service?

02 Incident management
What really happened in the store? Was policy followed?

03 Mystery shopping
Is the data presented in a highly useable and easily implemented way?

04 Merchandising roll-outs
Was it done correctly? Are shoppers aware of new items and purchasing?

05 Cross/up selling
Is your staff following policy?

06 Inundated with data reports
What does all the data mean? Is it actionable?

07 Performance management
Who is performing best and why?

08 Offline items
Are all procedures on safety, locking up, cash handling being followed?
It’s time to replace outdated legacy programs with a single solution that’s more effective and affordable.

By marrying video, analytics and on-demand expertise, you can do just that.
8 Easy Ways to Efficiently Improve Performance and the Bottom Line
TODAY’S PAIN

Customers are abandoning purchases and you don’t know why.

You didn’t even know they were in the store.

Reviews are spreading “This place is so slow!”

THE DTiQ WAY

Get the data – gain a histogram of queue length for all your locations.

Combine video and data to view the real customer experience – pinpoint why customers are abandoning purchases.

01 Speed up speed of service
Try to review incidents with endless scrolling and searching by loss prevention.

Evidence is provided using phones or CD’s to take pictures of video systems.

Your evidence in the cloud – all video and motion search is stored in a cloud based archival system.

- Employee and customer issues are stored indefinitely
- Video and motion info is stored in insurance and police acceptable formats
TODAY’S PAIN

Shoppers use checklists or expensive body cameras.

Infrequent, once-a-month (or less) samples/visits.

Shopper team gets to be known by the employees.

Data isn’t presented consistently.

THE DTiQ WAY

See for yourself the “real customer experience” – measured by third-party experts, utilizing combined audio and video.

- Presented with supporting data
- Actionable results
- On-demand and as frequently as needed
TODAY’S PAIN

You plan and ship new merchandising roll-outs. Then you:

- Email instructions
- Self-police
- Can’t employ A/B testing or measure effectiveness
- Are unable to roll out best practices from one location to another easily

THE DTiQ WAY

Validate all new merchandising remotely – within 24 hours of specified schedule.

Take best practices – in one store to others rapidly.
Centralized programs created by corporate teams – PDF and emails are created, sent to managers, but are they in play?

Wait and see – there is a reliance on store managers to drive behaviors with employees.

Vague – it’s unclear if brand ambassadors exist.

**THE DTiQ WAY**

- **Instant gratification** – gain detail of which stores, employees and managers are running new programs and when.

- **Clarity** – see and hear your brand ambassadors.
Managers receive dozens of unrelated, unfettered data reports. What really matters for your bottom line?

You don’t understand what people are buying or not. Why are they leaving the store empty-handed? Were items out of stock?

**Prioritize what’s important** – with expertise, receive data reports that prioritize what’s happening in your store and what needs to be solved first for improved performance.

**Understand your customers** – know why customers leave without purchasing and sync this with your stock management systems.
TODAY’S PAIN

- Incentives for conversion, sales, store performance at manager level only.
- SPIFF’s – bonus for sales are basic incentives for employees.
- Only able to measure the highest level metrics.

THE DTIQ WAY

- Every store gets a score – get a score that covers guest experience and operational procedures including safety, employees.
  - Individual programs and incentives can be measured
- Broad improvement – guest experience, employee engagement, loss prevention, safety and security can all be improved.
08 See if offline procedures are being followed

TODAY’S PAIN

Are your checklists and procedures being following?

- Cash handling
- Hiring and firing
- Opening and closing
- Inventory control processes
- Safety and security
- Door locks

What do you do when an underperforming store is identified?

THE DTiQ WAY

Our service experts are in your store – they establish and review procedures and checklists to validate operational processes.

Experts coach, train and help management – to drive in-store performance improvement and operational excellence.
Equip your locations with simple, on-demand performance improvement tools

Eliminate complexity and enable retail operational excellence and innovation

Put smart, managed DTiQ monitoring programs in place across your entire distributed network of stores
DTiQ improves how restaurants and retail locations are managed. It is the world's leading provider of intelligent video-based surveillance and loss prevention services, combining state-of-the-art surveillance equipment with advanced, cloud-based analytics. DTiQ has been in business for over 20 years and protects trillions of dollars in assets.

DTiQ has over 45,000 customers including US Polo, Vineyard Vines, Yankee Candle, Adidas Group, Puma, Sleep Number, Swarovski, Charming Charlie, Golf Town, Pandora.