

# Verint People Counting Analyzer

In today's retail environment, knowing the number of sales transactions completed and overall sales figures may not be enough to help your stores remain competitive. Increasingly, retail executives need to measure sales opportunities to help determine how effectively advertising and marketing programs attract prospective buyers into their stores—and how successfully they convert potential buyers into customers.

Verint® can help. Our People Counting Analyzer™ (PCA) can leverage video extracted from existing surveillance cameras to provide real-time analytics on customer behaviors and patterns, helping organizations gain insight for proactively engaging shoppers and increasing sales conversions.

Verint PCA is part of the Video Business Intelligence™ (VBI) suite, which also includes Verint's powerful Queue Management™ and Retail Traffic Analyzer™ platforms. Verint VBI is field-proven technology that can deliver tangible ROI to retailers in the form of:

- Increased sales
- Enhanced customer engagement
- Higher margins
- Reduced costs

## Go Beyond Conventional People Counting Systems

Unlike conventional people-counting systems that are typically placed overhead and operate independently, Verint PCA can work independently or in conjunction with the store's video surveillance system, helping you maximize your equipment investment while offering insight into security and operations. It can provide accurate people counts while detecting traffic patterns and point-of-sale transactions by day of the week and time of day, helping you understand what really drives sales conversions—and with whom. Armed with this insight, you can proactively stimulate sales by adjusting store layout and design, changing merchandising techniques, repositioning store associates and signage, and more.



The Verint People Counting Analyzer can help provide your retail stores with deeper insight into what drives sales conversions, enabling you to proactively adjust staffing, merchandising and store layout to convert more shoppers into buyers.



## Key Benefits

- Gain insight into sales opportunities within your retail stores, helping you **convert more shoppers into buyers**.
- Detect traffic patterns and point-of-sale transactions by day of the week and time of day, helping you **understand what really drives sales conversions**—and with whom.
- Take steps to **maximize your investment** in video surveillance by combining it with people counting technology.

## Convert More Shoppers into Buyers



### Advantages of Verint People Counting Analyzer

Verint PCA offers a range of features, including:

- **Cost efficiency.** The system uses standard analog or IP video cameras instead of a separate, expensive system of sensors.
- **Multi-purpose infrastructure.** A single investment can benefit security, loss prevention and senior management.
- **Accuracy.** Because the system looks for human features, such as hair and eyes, it can deliver detection accuracies that are typically 95 percent or more. This can help prevent inflated metrics resulting from counting shadows and shopping carts as people.
- **Enterprise reporting.** Data can be incorporated into useful reports to provide metrics and guide business decisions enterprise-wide.
- **Shopper group identification.** Verint's sophisticated algorithms can help distinguish individual shoppers entering a store from "shopping groups," such as families, who should count as a single shopping group. This helps provides more accurate conversion metrics, particularly when analyzing conversion rates for weekends and evenings, when shopping groups are more prevalent.
- **Associate detection.** The solution's advanced technology can help distinguish employees from customers, which can yield more accurate conversion numbers. Most people counting applications cannot differentiate associates from consumers. This may negatively impacting metrics by as much as 10-30 percent. Verint's advanced technology can help distinguish employees from customers, which can yield more accurate conversion numbers.
- **Face finder capabilities.** Verint's frontal video view can provide an image of each detected face, which can be used for future investigations and watch-list checks, as well as to respond to Be On the Lookout (BOLO) alerts and demographic analyses for marketing surveys.

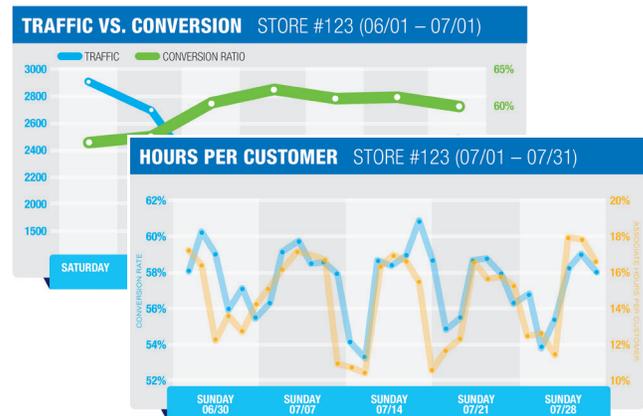
### Address Challenges with Conversion Insights

Using intelligence from Verint's PCA, workforce optimization and voice of the customer analytics solutions, you can better understand the challenges impacting conversion rates, including:

*Staffing stores to meet traffic patterns that help maximize conversion and drive the customer experience.* Verint has the ability to integrate with a Workforce Management solution to help identify conversion variations by day of week and time of day. This information can give retailers insights around how to better align staffing with customer demand. In addition, Verint also offers detailed reports on associate to customer ratios to help correlate impacts on conversion rates.

*Preventing product availability from causing drops in conversion.* Verint's Voice of the Customer and Enterprise Feedback Management tools can be tailored to provide feedback from your customers on questions such as "was the item you planned to purchase today in stock?"

*Engaging with customers effectively and driving a superior customer experience.* Verint can mine data from social media as well as surveys to measure the perceived quality of the shopping experience from the voice of your customer.



Verint provides data in customized templates based on retailer's preference. These user-friendly charts help make it easy to understand what's happening in a store.

### Verint. Powering Actionable Intelligence®

Verint® Systems Inc. (NASDAQ: VRNT) is a global leader in Actionable Intelligence® solutions for customer engagement optimization, security intelligence, and fraud, risk and compliance. Today, more than 10,000 organizations in over 180 countries use Verint solutions to improve enterprise performance and make the world a safer place. Learn more at [www.verint.com](http://www.verint.com).

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