kloudspot

Retail Insights+

Kloudspot's retail analytics modeling analyzes retail data and gain insights that can be harnessed to improve various aspects of retail operations.

These insights can be harnessed for predictive and prescriptive analytics to design optimal, measurable engagements at customer touch-points.

Kloudspot can make this possible with deep domain expertise and data-driven, AI-based actionability.

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The Digital Transformation Approach

Broadly, the Kloudspot Retail Solution consists of three parts – Customer Engagement Modules, Technology Services and Retail Analytics.

| Customer Engagement	Built-in Technology Services	Retail Analytics and Visualization
Engage on-premise customers with Wi-Fi captive portal, CMS, smart displays, feedback forms, AR/VR experiences and more	Captive portal, programmatic displays, connectors to PoS, IoT sensors, beacons, marketing automation and smart surveillance	Computer vision analytics, AI/ML engine for descriptive, predictive, prescriptive analytics with domain specific KPIs and dashboards

Built in Plug-and-play services

Kloudspot Retail Solution provides ready to deploy Wi-Fi Captive Portal, CMS, Digital Signage, Computer Vision based footfall and behavior tracking, security and surveillance.

360 Analytics

Kloudspot also integrates with 3rd party PoS. CRM and Staff Management systems to provide a 360 view of the business. Harnessing data from various sources such as sales transactions, customer interactions, and online behavior, retailers can gain valuable insights into consumer preferences, trends, and patterns.

High level architecture
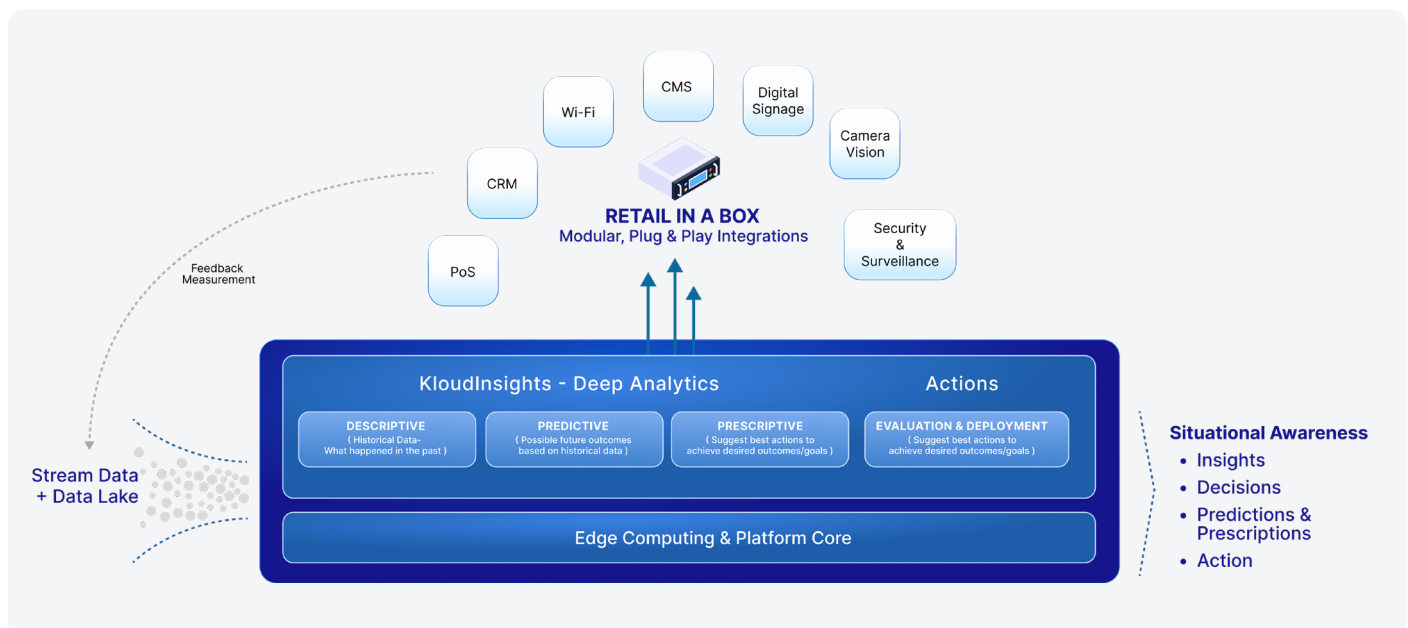
Kloudspot uses retail analytics modeling to analyze retail data and gain insights that can be harnessed to improve various aspects of retail operations. It involves collecting, processing, and analyzing large volumes of people movement, behavior, and PoS data (historical & real-time) to identify patterns, trends, and relationships that can drive business decisions and optimize performance. These decisions can then be converted to action points to design measurable engagements at customer touch-points and further analysed for optimizations.

1 Customer understanding and real-time insights using camera vision analytics

Kloudspot's camera vision analytics (KloudVision) is a powerful tool for improving customer understanding in the retail industry. By understanding customer demographics, repeat visits, behavior and how they navigate the store and interact with products, retailers can create a more personalized shopping experience that meets their needs and preferences. Retailers can identify patterns and trends that can be used to optimize store layouts, product placement and engagement.

2 Increase conversion rates by delivering targeted buying experiences

Use the digital and on-premise behavioral breadcrumbs your customers leave behind to drive real-time engagements in the real world – and increase conversion rates. With the Kloudspot Platform, you can take advantage of proximity marketing, demographics-based marketing, and personalized marketing to send targeted advertisements and offers to individuals via SMS, Wi-Fi portal, and digital signage.

3 Optimize operational processes

Staff allocation and planning is critical to delivering great shopping experiences and to maximizing revenue and profits. With a single-pane-of-glass dashboard, the Kloudspot Platform analytics can inform how you can load balance checkout stations, plan for shift coverage in-store or at loading docks, and predict shopper behaviors. All so you can accommodate customers and create the best (and most profitable) experiences possible.

4 Optimize space performance

Monitoring key data in any retail space, such as location, footfall and other patterns helps retailers optimize space utilization by location, department, even time of day with a data-drive approach.

Data Collection, Storage, Integration, Governance and Security

The data collected from the various on-premise services and customer demographics, behavioral and environmental data is merged and consolidated into a unified view. The Kloudspot platform also ensures data privacy, compliance with regulations, and protection against unauthorized access or data breaches.

Designed for performance and scalability

Kloudspot's enterprise grade retail solution is ideal for shopping malls, airports, cafes, stadiums, single brand retail chains, theme-parks and other shopping places. The Kloudspot retail solution can be deployed on-cloud as a software or on-premise model.

About Kloudspot

Kloudspot is the leader in enabling digital transformation for business by creating intelligence and engagement systems over cloud managed wireless and sensor networks. By enhancing customer identification, understanding and analysis, Kloudspot customers achieve better customer engagement. Kloudspot's Situational Awareness platform provides business value through analytics that convert physical actions of people and devices, IoT, transforming them into real- time digital insights that can be harnessed to deliver better customer experiences and create revenue generating opportunities both online and offline.

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