



Toshiba and SCOPIX: securing exceptional customer experiences

Deliver consistent high-quality customer experiences with advanced video analytics

The retail industry today faces huge pressure from superstores, category busters and e-commerce. It has never been more critical for retailers to provide consistently positive experiences for every customer, in every store, during every visit.

Toshiba Store Operations Analytics Solutions, featuring SCOPIX Real Suite™, provides unprecedented tools designed to maximize in-store operational awareness via intelligent video analytics. The two businesses combine deep retail industry knowledge with technical expertise to deliver practical and powerful solutions to help retailers gain a clear view of what's happening in the store – helping retailers become more effective, efficient, innovative and profitable.

**TOGETHER
COMMERCE**

- > Improve customer service, loyalty and experience
- > Control out-of-stock product issues
- > Optimize staffing levels
- > Drive higher sales and increase profits
- > Gain scalability by leveraging a software as a service (SaaS) approach

DESIGNED FOR ULTIMATE FLEXIBILITY

Toshiba Store Operations Analytics Solutions, featuring SCOPIX Real.Suite™, comprises store operations and customer experience analytics to suit retailers' goals and objectives. It is flexible enough to support a wide range of available third-party IP/digital video hardware and video management infrastructure offerings.

Key capabilities

- > Key performance indicator (KPI) design, measurement and management
- > Video acquisition from in-store systems
- > Advanced analytics processing
- > Web-based, role-specific dashboards
- > Real-time alerts sent to mobile devices
- > Customized reporting
- > Solution support and enhancement

KEY BENEFITS

Exceed customer expectations

- > Measure and manage interactions between customers and sales assistants
- > Plan for customer checkout line waiting times
- > Address out-of-stock product issues
- > Drive better customer service levels across the enterprise
- > Ensure that customer engagement reflects company strategy

Save time and money

- > Improve merchandising with insight into stock and asset movement
- > Optimize staffing levels – increase revenue without increasing head count
- > Alleviate the need for costly store visits, which can provide inaccurate and biased impressions of in-store processes

Dynamic Staffing Optimization

Store traffic inherently has high levels of variability, so getting cashier/register levels right is a significant challenge for the majority of retailers. Toshiba Store Operations Analytics Solutions, featuring SCOPIX Real.Suite™, offers Dynamic Staffing Optimization (DSO) – a system that dynamically determines front-end personnel requirements based on actual traffic in the store and the level of congestion at the registers. By predicting front-end register requirements in advance of checkout line build-up, retailers can make informed decisions and optimize staffing levels – reducing costs and improving service levels.

By utilizing SCOPIX Dynamic Staffing Optimization, the following benefits can be achieved:

10–15%

reduction in labor, without impacting service levels

40–50%

increase in service levels, utilizing existing staff

35%

improvement in reduction of wait times

SETTING NEW STANDARDS IN VIDEO ANALYTICS

Toshiba Store Operations Analytics Solutions, featuring SCOPIX Real.Suite™ technology, captures and analyzes in-store conditions to help retailers understand the impact of merchandising, staffing levels and in-store processes on sales, expenses, loyalty and profit. It then transforms this data into actionable information to benefit store personnel, regional managers and corporate executives.

The solution uses a unique combination of proprietary image recognition technology, statistical algorithms and analytical methodology to process and evaluate captured video and image data. Customer-focused KPIs then propel the analysis process forward, helping generate management reports and alerts for immediate results.

By enabling retailers to deliver high-quality shopping experiences that are consistent across the enterprise, the ultimate goal of turning browsers into buyers and customers into repeat customers – while saving time and money – can be achieved.

A winning combination

Toshiba is the world's leading provider of store technology solutions, with a presence in 118 countries and more than 900,000 POS lanes in active use. Toshiba Global Commerce Solutions delivers end-to-end solutions for checkout, consumer interactions and retail operations unlocking amazing new possibilities for clients and shoppers everywhere. Toshiba is recognized across the world for its leadership in innovation, in-depth retail knowledge and experience. It is also widely acknowledged for establishing long-term, consumer-centric relationships with global retailers based on trust and flexibility.

SCOPIX Solutions is the market leader in intelligent video analytics for retailers, CPG companies and manufacturers.

Toshiba provides the operational excellence and technological expertise to best implement the Real.Suite offering. Together, Toshiba and SCOPIX provide a compelling solution for delivering engaging and unfailingly positive in-store customer experiences.

Increasing customer engagement by 10%
drives an increase in sales across all industries:

General merchandise retailer reported
a sales increase of

7%

Specialty apparel retailer reported
a sales increase of

6.4%

Toshiba Global Commerce Solutions

Together Commerce is Toshiba's vision for the future of retail, in which retailers adapt their strategies, their stores and their technology to engage with consumers throughout the buying process in a seamless and helpful way. This collaborative approach enables retailers and customers to create mutually rewarding commerce – together.

GET IN TOUCH

To learn more about how Toshiba Store Operations Analytics Solutions, featuring SCOPIX Real.Suite™, can help deliver consistent high-quality customer experiences, please email or visit:

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www.toshibacommerce.com

TOSHIBA

Leading Innovation >>>

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