

FUTURE SHAPE



SensFloor[®] Trace
In-Store Analytics for the Retail Industry

Do you keep an eye on your customers?



In online shops, a detailed analysis of customer behaviour has long become the norm. Each customer action is recorded and the collected data on the number of visitors, click behaviour or bounce rates are indispensable Key Performance Indicators (KPIs). This makes customer behaviour transparent and allows business success to be analysed.

What about in-store shopping? In most cases, the cash register balance and a light barrier at the shop entrance are the only tools for an evaluation. However, analytics solutions are just as essential for understanding customer behaviour as they are in the online world. Unfortunately, beacon, WLAN and camera systems are only suitable to a limited extent. Indeed, they either capture only some of the customers, are not flexible in their handling or violate privacy rights.

Future-Shape opens up a new path: Sensors in the floor – out of sight! The sensor floor reliably captures every single customer, is flexible during renovations and 100% data protection compliant.

SensFloor® for Customer Tracking

Customer status in the store



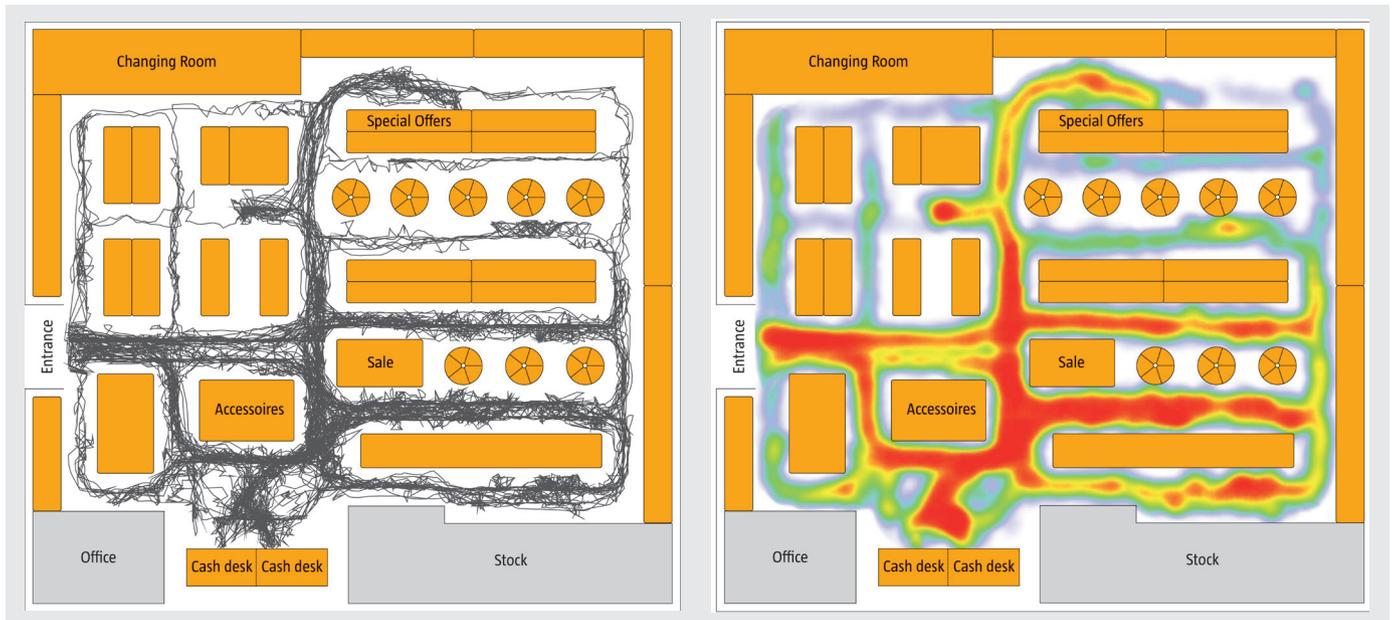
Overview of the entire shop area: You can see how many customers are currently in the store as well as their location.

A quick glance at the monitor is all you need to capture the situation in your store. You know how many customers are currently in the shop and where they are. At the same time, you can compare the number of customers throughout the day. An analysis which also proves useful for personnel planning.

Of course, not only the total amount of customers is relevant, but also the number of clients in specially defined areas: How many people have entered the changing room, visited the special offers area or were standing at the checkout? How long was the dwell time of the customers in the store and how long did they have to wait at the check-out? If the queue becomes too long, the sensor floor can automatically send a message to the staff.

- Overview of the entire store
- Count customers
- Number of customers in defined areas
- Queue notification
- Measure dwell time

Visualise visitor flows



The customer traffic patterns and the resulting heat map help to analyse customer behaviour.

Which routes do your clients take through the store? Do they find special promotion areas interesting or do they pass by without paying attention? Are there time-based patterns that occur regularly at certain times or days? Such questions and many more can be answered quickly and easily with the sensor floor. You can precisely track and compare routes taken by your customers. A heat map facilitates a quick qualitative overview of which areas in the shop have been frequented and to which extent. Of course, the time slots can be selected individually.

- Retracing traffic patterns
- Identifying attractive and less attractive areas
- Recognising time-based patterns

Optimise store design



Use the SensFloor data to optimise your shop design and increase your conversion rates.

With SensFloor, you can follow the customer paths and assess their experience in the store. An alternative store layout or even just small changes in the merchandise display can be tested and objectively evaluated. You do not have to worry about the floor: It immediately and automatically measures the changes in customer routes - without any complex re-configuration.

The valuable data obtained by the sensitive floor also enables you to test your marketing measures. Indeed, you do not only visualise the actual purchases. Based on the dwell time in front of specific products, you can also count the customers who were interested but did not purchase these goods. This differentiated analysis can lead to a whole new evaluation of your marketing measures, compared to the sole observation of the revenues.

An optimised store design improves your future customer journeys and thus also increases your conversion rates.

- Retrace customer experience
- Evaluate marketing measures
- Optimise store design
- Increase conversion rates

SensFloor fits any infrastructure...

SensFloor			SensFloor Transceiver		Customer Specific Solution			
Location	Time	Intensity	Based on Raspberry Pi 3		Art	Games	Security	Exhibitions
			<p>BASIC FUNCTIONS</p> <ul style="list-style-type: none"> PRESENCE DIRECTION VELOCITY PATHWAYS COUNTING PERSON LYING SELF TEST 					

At the heart of the SensFloor system is a mere 3 mm thin underlay, which is laid like an impact sound insulation under the actual flooring. A dense network of capacitive proximity sensors is embedded in the underlay. The sensors detect that a person is on the floor with centimetre accuracy.

The sensor data from the floor is transmitted wirelessly to a SensFloor receiver in the same room. Subsequently the receiver counts the number of people and calculates their speed and directions. Many different interfaces make it possible to connect to any existing infrastructure, whether point of sale solutions or security systems.

Contrary to camera systems, SensFloor is 100% data protection compliant, as no personal data is being recorded or stored.

...and any flooring



With up to 32 sensor fields per m², the SensFloor underlay detects the activities of persons under almost any types of floor covering.

Of course, a modern shop needs a fancy flooring. Thanks to the capacitive measurement technology of the SensFloor system, no concessions have to be made regarding the floor design: PVC, carpet, laminate, parquet and even stone tiles are suitable - with or without skirting boards! And you can easily replace the floor covering later without damaging the SensFloor.

The sensor floor can be adapted to any floor plan. And since the sensors are built under the floor, you can change your interior as often as you like. One click is all it takes to calibrate the system to the new structure.

- Flexible interfaces and infrastructure
- Any flooring, any floor plan possible
- Robust, durable system
- Data protection compliant

SensFloor in a KiK store



©Photo: KiK Textilien und Non-Food GmbH

Only forward-looking companies will make it among the top ten in the textile discount industry. KiK is one of these key players. The company equipped one of its shops with SensFloor as a flag store in July 2018. The in-store analytics solution is used to analyse customer flows and test different store configurations and product presentations.

For KiK, a sensor floor is the ideal data protection compliant solution which enables to collect all relevant data.

- July 2018 a flag store equipped with 470sqm SensFloor
- For testing alternative store designs

Practical experience



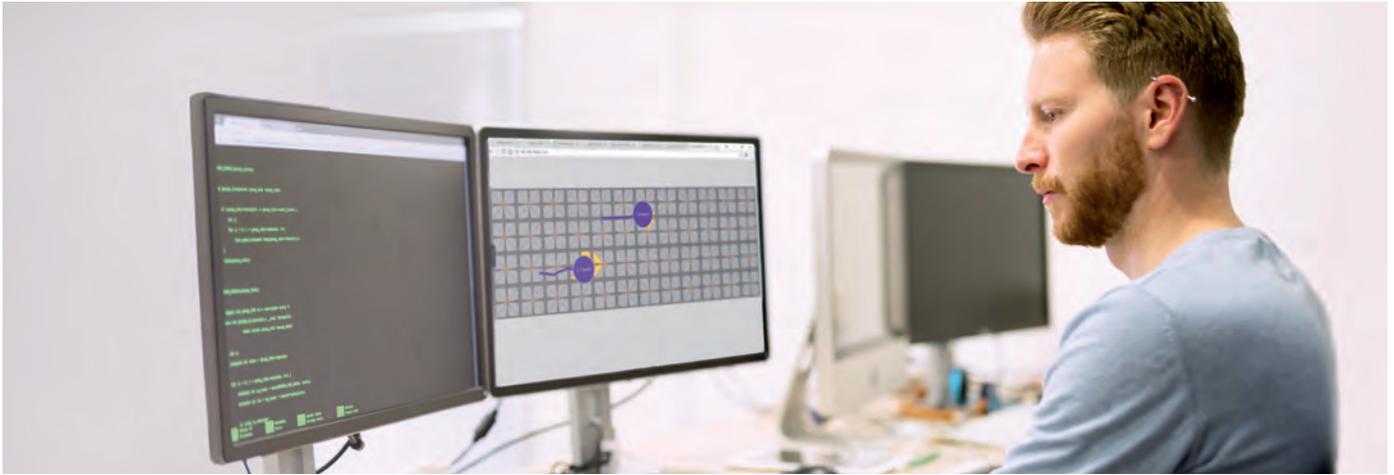
Special areas are defined in the SensFloor software in order to test different layouts for advertised products.

With the sensor floor, KiK does not only aim to get information on the number of visitors, the duration of customer visits and to understand which shelf areas are less visited by clients. The management also intends to answer concrete questions. For example: How does a change in the display location of promoted products influence customer behaviour? For this purpose, the products advertised in the flyer were first presented separately at various points in the store. At another time, they were displayed together on a rack. An interesting question with a surprisingly clear answer...

SensFloor enables the textile discounter to carry out much more detailed and differentiated analyses, which would never have been possible by simply considering the sales revenues.

Christina Schulz, Sales Process Optimisation at KiK Textilien und Non-Food GmbH: „With SensFloor we can finally measure how our customers behave before the purchase and react accordingly. A rewarding investment that will pay off more and more in the future“.

Interaction with other systems



With the help of a well-documented open application programming interface (API), any information collected from the SensFloor can easily flow into other applications. For example, a point of sale system, can be activated via the sensor floor and individualised depending on the paths taken by the customer. You can also use the sensors in the floor when it comes to safety matters. Indeed, if they are connected to your internal security systems, the sensors can detect any trespassing and trigger an alarm.

No matter which systems you wish to connect to the sensor floor – the potential applications are varied and the interface programming is always straightforward.

- Open application programming interface (API)
- Interaction with multimedia systems
- Reliable technology for more safety

About Future-Shape



Future-Shape GmbH has many years of experience in the development of sensor technology, in several fields of application. The founder, Christl Lauterbach gained more than 25 years of experience in research at Infineon and Siemens before setting up her own company Future-Shape in 2005. The SensFloor® system won the Innovation Award of the Federal Ministry of Economics and Energy for the second time in 2017 and is in use in several countries. The company is privately owned and operates independently and without participation.

The large surface SensFloor® system offers a wide range of potential applications in the areas of care, rehabilitation, retail, security and multimedia. SensFloor® Trace is particularly interesting for use in retail and trade fairs. Streams of visitors are recorded, visualised and can be evaluated in detail.

SensFloor® Care was specially conceived for the requirements of the care sector.

With the SensFloor® API solution, you can realise your individual projects. Regardless of whether you are dealing with art, game or security functions, the application possibilities are manifold.

- Many years of experience
- Winner of the German Federal Award 2017
- Made in Germany

More information?

We would be happy to advise you on your individual project



Reading about our system is one thing – testing it „live“ is something else!

Please feel free to contact us!

We look forward to welcoming you on our premises and discussing with you about your individual requirements and wishes.

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