



Merchandising Analytics



Optimize your queue to maximize impulse sales at check-out.

There's a delicate balance between waiting and selling.....

Merchandising your checkout lines is proven to increase impulse sales. It can also help keep customers occupied and more satisfied while they wait. Still, customers will only wait so long before deciding to leave or becoming frustrated.

So how do you strike the right balance between merchandising mix and wait times? How can you prove that the combination is really working?

Merchandising analytics has answers.

Qtrac iQ in-queue merchandising analytics delivers key queuing-related data, such as customer count and wait times. Combined with your product sales data from the queue, you'll get a clear view into your front-end merchandising approach.

Queuing data comes from Qtrac iQ sensors, which are built right into the Beltrac® stanchions that form your waiting line. This data is analyzed alongside SKU sales data and transformed into intelligence you can use to optimize your merchandising mix and keep wait times in check. Best of all, it's accomplished simply and easily via real-time dashboards that are available 24/7 from the Qtrac iQ SaaS server and delivered to any web-enabled device.

This quick guide will help you understand:



How to use queue data to optimize impulse sales in the queue.



How key queuing and merchandising variables impact impulse sales.



Start with Qtrac iQ...

Turn your Beltrac® stanchion into a virtual turnstile.

Qtrac iQ uses infrared dual beam-break technology to act like a virtual turnstile for your waiting line. It counts people as well as ascertains directional movement as customers pass through the beams. Stanchions equipped with Qtrac iQ sensors can be placed throughout the queuing area to give you a clear picture of customer activity, wait times, and more.

Qtrac iQ Measures:



Queue
Length



Wait
Time



Customer
Count



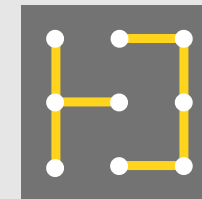
Arrival
Rate



Service
Rate



Open
Service
Points



Empty
Queues

...Add in Merchandising Analytics

With queue data in hand, Qtrac iQ's powerful analytics engine comes into play.



Here's How It Works

1

Measure: Link SKU sales data to queue data

When sales data from SKUs merchandised in the queue is tied to queue data such as impressions, dwell times, and attrition rates, powerful insights emerge. Time of day, day of week, and other time intervals can be monitored and analyzed in relation to sales and wait time data to maximize sales and optimize the merchandise mix.

Data collected by Qtrac iQ sensors is transformed by Qmetrix algorithms to deliver key merchandising analytics.

-  Impressions per time interval
-  Dwell/Impression times per merchandising zone
-  Arrival and service rates
-  Attrition/Abandon rates



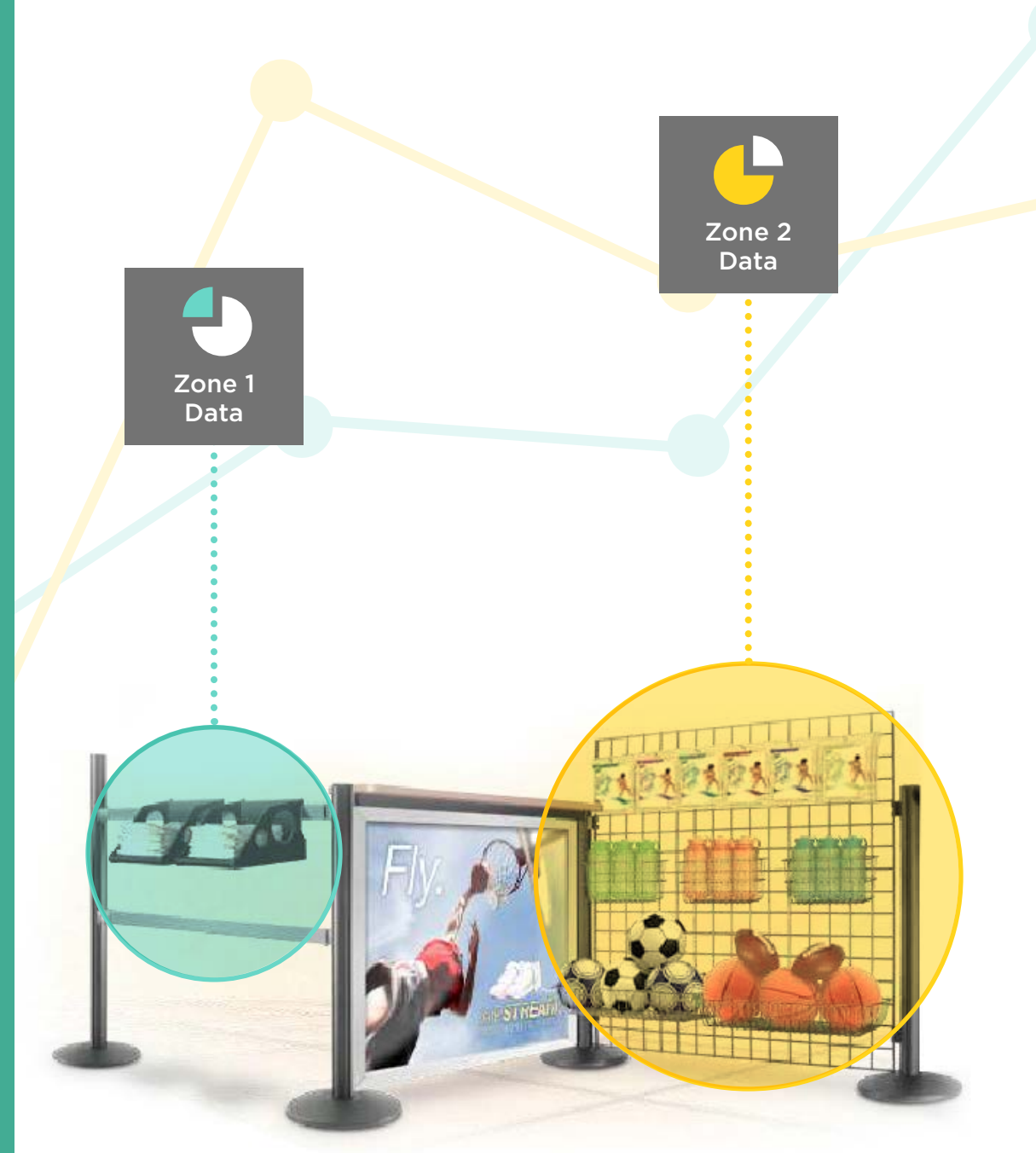
2

Monitor & Test: Find the waiting-to-selling sweet spot

Even in the busiest of times, it may not be ideal to have every cash register open. Having customers linger in a queue longer will give them more time to pick up an impulse product. That said, finding the right balance is key.

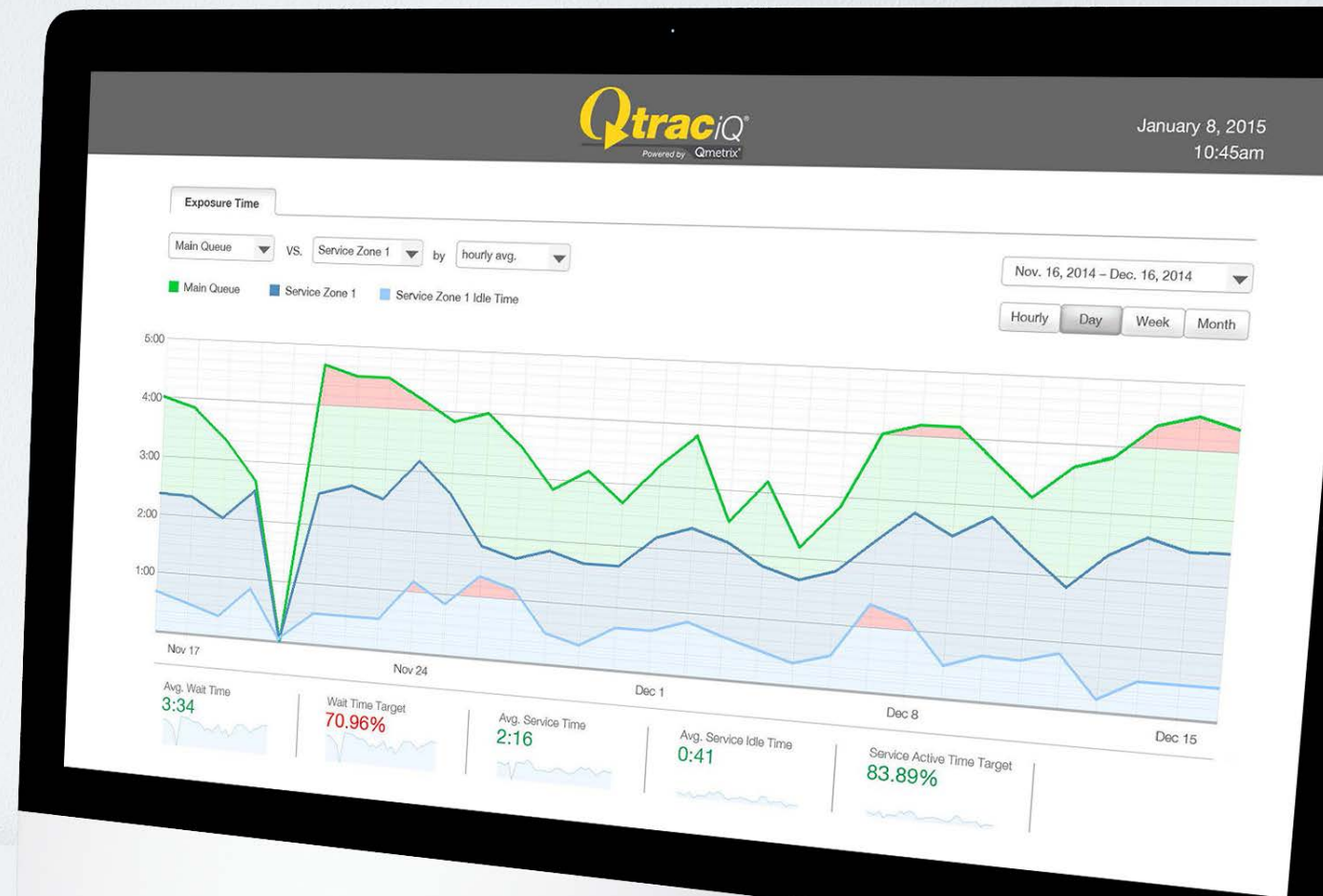
Sales data tied to queue data can help determine optimal wait times for maximizing merchandising sales in the queue while keeping the customer experience within target levels.

Merchandising placement within the queue can also have an effect on your sales. By splitting the queue into zones, you can see how each zone performs. Split-testing works by collecting data on customers as they enter and exit each zone and make their purchases. After a time interval, you change merchandise locations and collect more data.



Once your testing is complete, the data is totaled and averaged, and by-zone dwell time and impression counts are married to SKU sales data for each time interval. All of this data can be combined to show you the optimal merchandise mix for maximum sales in the queue.

Qtrac iQ delivers fully detailed real-time data about your queue.



Assess customer flow in real time.



Compare performance across queues or within queue zones.



Optimize dwell/wait times for max profit.



Test performance using zones and compare with SKU sales.

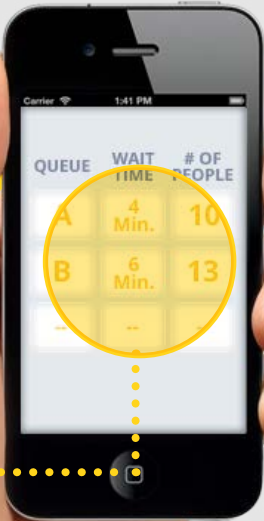
3

Manage: Increase or decrease wait times to maximize in-queue sales

No more guessing about the effectiveness of your in-queue merchandising and queue management strategy. With data from Qtrac iQ's queue monitoring and merchandising analytics, you have everything you need to optimize and maintain your merchandising mix and queue at the right level for customer satisfaction, efficiency, and sales.



Real-time alerts help manage wait times.



Simple dashboards and reports improve your planning.



Take the next step.

Optimize your merchandising mix with
Qtrac iQ Merchandising Analytics.

Learn more at
qtrac.lavi.com/merchandising-analytics



(888) 285-8605 Lavi.com



You might also appreciate these resources:



GUIDE

The Retail Guide to Intelligent Queue Management

In this brief guide, we present three key steps to intelligent queue management.

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QUICK GUIDE

How to Maximize the Success of Self-Checkout Lines

In this guide we outline five key benefits that accompany using a single-line queue at self-checkout.

GET YOUR COPY >



E-BOOK

Idea Book for Retailers

Creative ways to grow sales and delight customers in the queue.

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