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RETAIL ANALYTICS

Efficient Workforce Management

TOM TAILOR

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THE CLIENT

The Hamburg-based fashion company **TOM TAILOR** offers clothing, accessories, shoes, and home articles **IN 30 COUNTRIES WORLDWIDE** - making it one of the most important German brands in the field of fashion. The product range is available via wholesalers, retailers, and the company's own online shop. Tom Tailor operates some of its stores, while others are franchised. In addition, the Tom Tailor brand can be purchased in the shop-in-shop-areas and multi-label outlets.

THE TASK

The customer was looking for a **RETAIL ANALYTICS SYSTEM** for all the company-operated stores in Europe, in order to organize **PERSONNEL PLANNING** for each store individually based on the data collected. Another goal was to determine the individual **STORE PERFORMANCE**, i.e. to analyze which visitors actually make purchases. The main task here was to assess the **FREQUENCY IN EACH INDIVIDUAL STORE** whereby a distinction should be made between the sexes (male/female). Moreover, the customer wished to be able to perform **TARGET GROUP ANALYSIS** based on this gender distinction.

*Alexander Mahler,*
Head of Retail Operations

THE SOLUTION

By means of interconnected 3D sensors Tom Tailor is able to determine the exact number of visitors **IN REAL TIME**. The basis for this is a combination of a powerful analytics platform with a highly accurate people counter. The technology from sensalytics also breaks down the gender of individual persons with the help of DSGVO-compliant **GENDER CLASSIFICATION**. This data provides solid groundwork for basic analysis. In the case of Tom Tailor, the technology is integrated into the Tom Tailor workforce management system using the sensalytics API and thus transmits the data directly to the in-house system in real time. Almost 250 stores in Germany, Austria, Hungary, Switzerland, the Netherlands, Poland, the Czech Republic, France, and Italy are currently benefiting from this data analysis.

„With sensalytics, we have had a strong partner on our side for two years now, who provides us with relevant and precise data, from which we could optimally realign each of our branches – be it in terms of personnel, marketing, or how we configure a store. The improvements that we have been able to achieve so far are clearly noticeable."
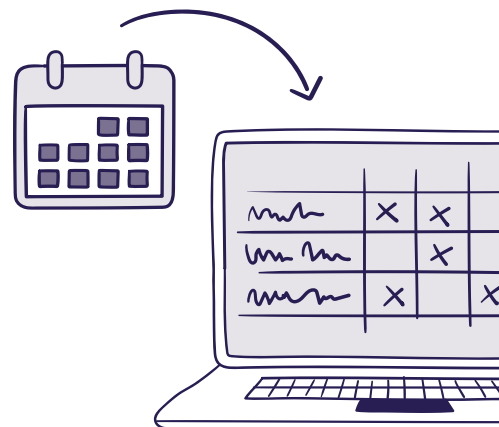
Integration of the analysis data into the existing workforce management system is possible at any time.
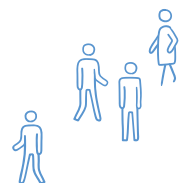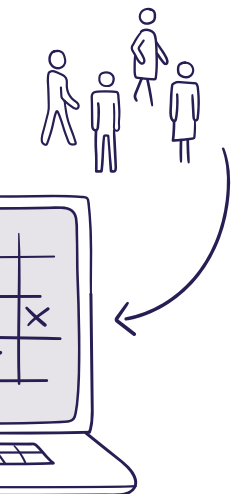
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"We are absolutely thrilled about our cooperation with sensalytics, which has already begun with the highly efficient, Europe-wide roll-out, which is unparalleled."
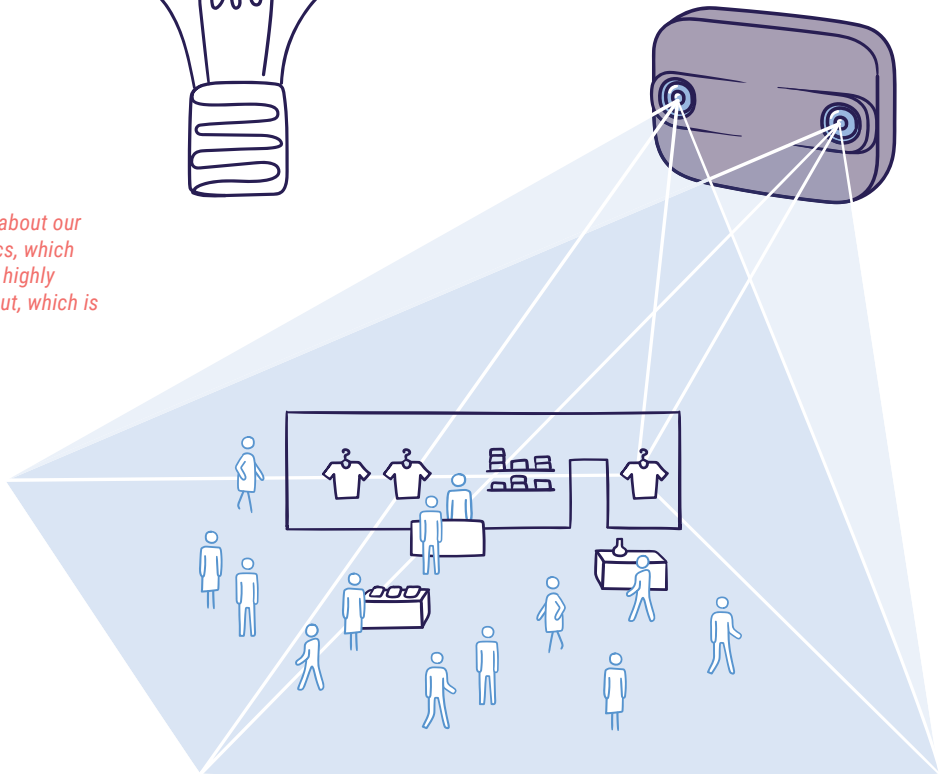
THE RESULT

Reaction possible in real-time: the store manager uses the data obtained to achieve significantly **MORE EFFICIENT PERSONNEL PLANNING** with a higher degree of consultations and consequently, a **HIGHER CONVERSION RATE** for the individual stores – and this within a few minutes and several times a day, if necessary. Marketing managers, in turn, are now able to optimize marketing campaigns based on data and to adjust and improve store layouts based on **FREQUENCY DEVELOPMENT** and **SHELTER ANALYSIS**.

This increases the appeal of the individual stores to potential customers and boosts success. In addition, employees can now evaluate the locations much better and rank which cities and locations are successful. The extremely high-quality data ensures successful tracking of everyone in real-time. The connection via API to Tom Tailor's in-house management system guarantees a **STRONG ANALYSIS SYSTEM** for an efficient **AD-HOC REPORTING**.

sensalytics is the partner for retail analytics.

sensalytics provides offline retailers with an analytics tool that the online world has benefited from for a long time.

Retail Analytics – In-Store-Tracking – Customer Experience – Predictive Analytics

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