



Syenap

BEHAVIOUR. INSIGHT. ACTION.

Will you be part of the revolution ?

- In a world where customer needs and preferences are becoming a prominent factor in the race for competitive advantage, organisations cannot afford to be ignorant about customer behaviour.
- Syenap was created to provide insight into client unique customer profiles and habits, revealing vital information needed for tailoring and predicting unique customer needs
- By monitoring customer journeys and identifying rhythms through our Visual Based Intelligence we provide real time access to this information. Syenap uses existing (or new) CCTV infrastructure to understand, predict and impact customer activity.



- Our solutions translate into immediate changes on the ground, monitoring of impact and immediate return on investment which can transform the way businesses connects with customers.

Syenap is a leading retail outlet analytics solution, using in-store video and data feeds to inform real-time operational tools and analytics.



The Syenap solution allows retail outlets to understand customer activity, intervene and enhance factors that lead to success.

- Maximised customer satisfaction & loyalty**
- Increased conversion rates**
- Improved operational efficiency, reduced costs**
- Optimum use of retail floor space**
- Informed management decisions**

Increased sales through fitting room management

- Increased sales if customers try on clothes

Predictive ability based on real-time data

- Prepared Food Schedule based on when customers visit.

Manage queues for higher conversion rates

- Deploy cashiers before queue builds up
- Optimum waiting period
- Manage customer expectation

Reporting & strategic needs

Remote viewing of store at head office

Modular approach uses any combination of modules for your needs

Time based trend tracking allows store to duplicate successes and avoid failures

Aids short and long term decision making

Cross-functional integration with existing systems

Stay profitable in a competitive market

- Find the cause for poor sales
- Keep up with changing customer trends that affect spending habits

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Improve staff productivity

- Measure staff productivity & efficiency
- Reduce human error
- Potential for cross skilling and staff redeployment

Priority Merchandising

- Monitoring customer demographics & movement in store allows for stocking of appropriate items

Real-time suggestions & problem solving

- Spot and address problems before they have a negative impact
- Streamline operations
- Closed loops of communication reduces human intervention

Insights to customer movement

- Nuanced approach to store layout based on real data
- Uncover under-utilised space
- Increase sales per m²



Accurate pixel based tracking

- Distinguishes between staff and customers, aiding workforce optimisation

Consistently good retail experience!

- Attracts customers, creates loyalty



Predict customer activity

- Customer arrival times
- Customer count
- Demographic profiling

KEY



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- RETAIL ANALYTICS BENEFITS
- Improve store efficiencies by staffing correctly – make you more money with less.
- Understand the impact of marketing on customer count – enable true and data based ROI conversations.
- Understand the impact of placement of marketing material or promotional ends.
- Understand true retail space usage.
- Understand retail store capacity.
- Influence store design based on real data.
- Manage queues and wait times with predictive capabilities.
- Ensure stock availability through predictive capabilities.
- Ensure optimum staffing for both efficiency & customer service.
- Reduce abandonments.
- Improve ability to make short, medium and long term decisions.
- Measure conversion rate.
- Compare stores performances against each other and set benchmarks.
- Understand your stores true customer demographics.