O₂
business

Dynamic Insights
Using O₂ big data

How many times have you wanted to measure…

- The effectiveness of your investments?
- The loyalty of your customers – how often they return, and to which stores?
- The effect of a store refurbishment?
- The success of your marketing campaigns?
- The effect re-branding has on the type of customer you attract?

Find the answers to this and more with Smart Steps

Smart Steps uses anonymous and aggregated mobile data based on real events to provide movement insights by time of day, day of week and time of year.

See what people really do

There's often a gap between what people tell researchers and what they actually do. It's a gap that can add a significant element of risk and guesswork to yourplanning. Footfall counts are usually manual and can only give you a number – with no insights about the type of people involved. Smart Steps observes real behaviour in near-real time, based on a sample of 23m mobile network customers, to give you timely access to the real trends in your market and help you make better business decisions.

Smart Steps data

Smart Steps trends are split by time, gender and age. The data is then enriched with unique behavioural information – such as, home and work location, mode of transport, reasons for travel, affluence, digital behaviour and other attributes – allowing for sophisticated profiling and segmentation.

How Smart Steps can help your business

1. **Measure the impact of your decisions** – Did the refurbishments attract new potential clients? Did the re-branding have an effect on the profile of visitors in your store? Are you ranging the right goods?

2. **Measure your stores' performance** – Which sites have the highest frequency? Which sites have the highest 'cross visit' patterns? Which locations have the highest return rate? Which locations have the most loyal customers?

3. **Effective marketing** – Measure the marketing investment through store visits. Did the targeted messaging campaign attract more females as planned? Did the online campaign attract more digital-savvy people to store? Are these new visitors becoming repeat clients or not?

4. **Identify the profile of your customers** – Are they digital savvy? What percentage of your visitors are tourists, residents people who work in that area? Does the affluence of your visitors match the amount they spend?

5. **Frequency and dwell** – How often do the same customers return? Understand the loyalty profile of your customer base; understand segments by the true behaviour.

6. **Understand location** – How far has your audience travelled to your store? Where did they come from and how long did they stay? Does this profile change over time?

7. **Analyse your market share** – What is your market share? Is there space to increase it? What is your potential customer base?

8. **Predict demand and optimize staffing** – Smart Steps lets you plan your staffing in an efficient way. At what time of the day and day of the week do you need more staff in your store?

What you get with Smart Steps

Smart Steps is a managed service solution, which is tailored to your business needs. Our experienced team of highly skilled analysts works with you to solve your specific business problems providing dynamic analysis and reports. We will agree a scope of work that relates to you and provides monitoring and change requests

- Detailed commercial proposal with the specification of agreed outputs
- Flexible contracts (one-off insight projects to on-going scheduled reporting)
- A licence to access the insights
- Support through the installation and set-up process
- Flexible delivery of insights based on your frequency and need

We'll support you all the way

To find out more talk to your Account Manager, call us on **01235 433 507** or visit **o2.co.uk/enterprise**

O₂ **business**