



Smart Steps
from O₂

Retail

Smart Steps from O₂ Retail overview

Discover why your customers visit your physical stores and how to make better decisions and increase sales

How many times have you wanted to...



Measure the loyalty of your customers?



Evaluate the impact your online and offline marketing campaigns have on store visits?



Assess the effect rebranding has on the type of customer you attract?



Encourage lapsed store customers to visit you online?

Smart Steps from O₂ – Retail provides retailers with increased levels of insight into why customers visit physical stores.

It helps you understand the behaviour and profile of customers based on demographic data, browsing/app behaviour and movement patterns of millions of people. And we provide the same level of information about physical stores that you are used to getting from web analytics tools.

Data



We provide this insight via anonymous and aggregated data that is generated from billions of network events. Our rigorous processes ensure user privacy is maintained and are continually reviewed by regulators and external experts in data privacy and security.

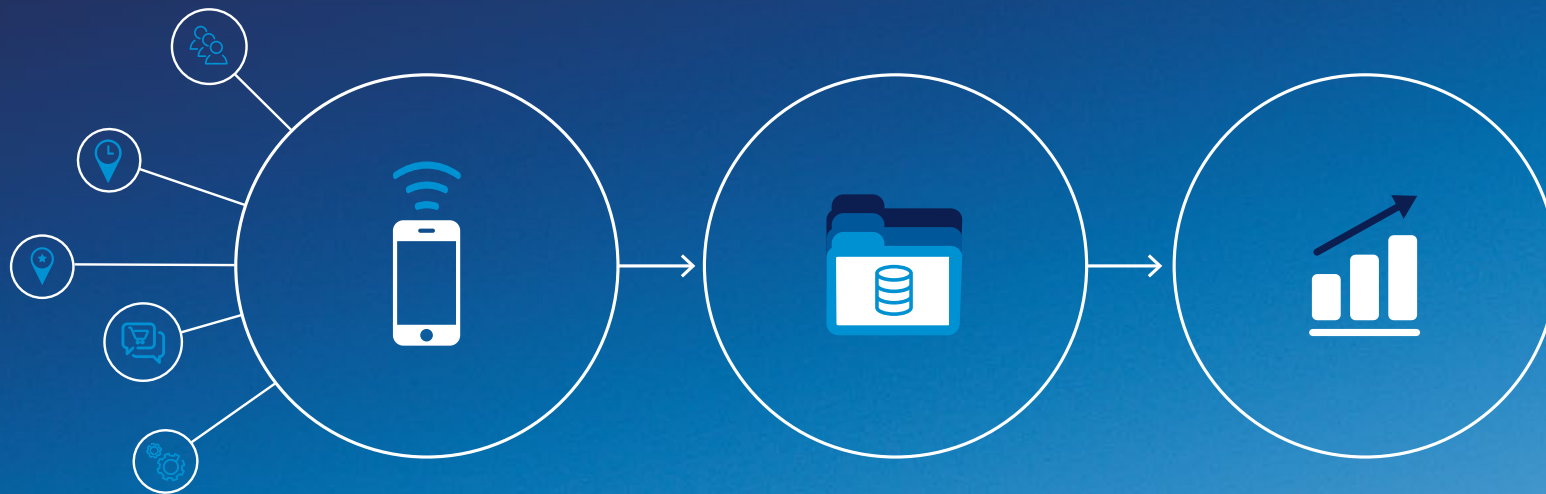


In the UK alone, we collect over two billion mobile data events per day. We can provide historical data beyond 12 months, revealing trends, changes and exceptions.



Smart Steps from O₂ Retail in a nutshell

We offer insight into your location, marketing and operational decisions, which helps you:



Estimate your baseline

to understand who your customers are, when and why they shop

Make decisions

on how to maximise the potential of current customers and find new business

Measure the impact

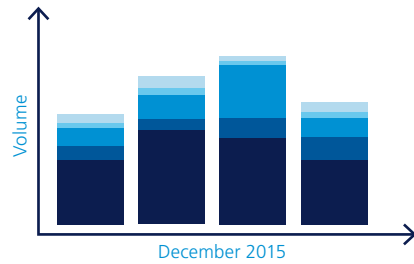
of your actions and refine strategy

Our managed service is collaborative and can be customised to your needs. It can be delivered through a simple plug-in device or through your existing hardware. You can see results through a web-based dashboard or by tailored reports, which are produced by our expert analysts.



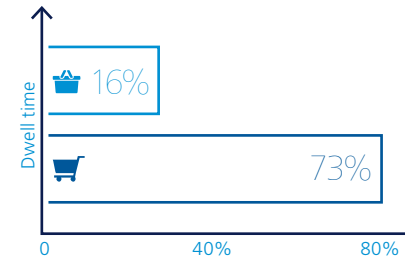
Smart Steps from O₂ Retail in-store analytics

Assess and compare the performance of your stores, improve your operations and make decisions about your locations based on how your customers actually behave



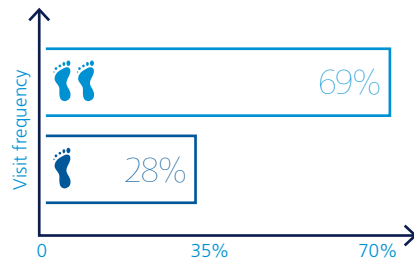
Hourly volumes

Predict volumes and demand to improve the accuracy of your stock and staff levels.



Dwell time

Unveil a unique view of your customers' shopping trip and in-store behaviour, to improve operational decisions.



Frequency, recency, acquisition and churn

Understand shopping patterns, changes and expectations to measure the impact of your actions.



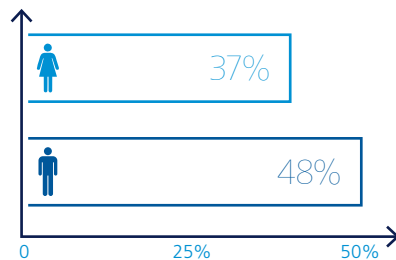
Cross-site visits

Understand visitor overlap in some locations and which ones receive more visits than others.



Smart Steps from O₂ Retail key benefits

All of the information we capture from in-store customer behaviour and demographics come from individual mobile devices, providing insight into:



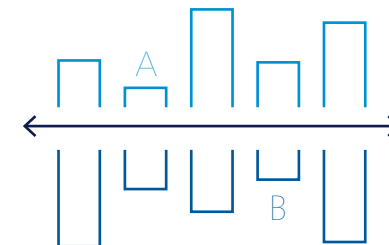
Audience profile

Get a deeper understanding of your existing customers' profiles and behaviours (age, gender, affluence, interests and hobbies, media and web behaviour) to better respond to their needs, increase their loyalty and acquire more customers.



Location insights

Improve location decisions by finding out where your customers live, work and how they travel to you, or whether your stores are competing with each other. Our location-based features include home and work catchment maps, international profile catchments, mode of transport, preferred routes and reasons for travel.



Campaign measurement

Measure the effectiveness of your marketing campaigns, and compare the performance of creative A vs creative B. Assess the success of a specific advertising channel by overlaying exposure data to our in-venue insights.



Why O₂?

We're part of Telefónica and that gives us:



Global reach and presence
with 317m customers



Access to networks
in 15 countries



Access to operations
in 44 countries



650 roaming
agreements worldwide

That allows us to capture data on an incredibly large sample of the world's population.
We use this insight to help businesses grow and societies improve.

We are experts in helping companies make better use of big data and have pioneered the use of mobile data analysis to provide insights that can be used immediately and tailored to your exact needs.

Get in touch

To find out more about Smart Steps from O₂ talk to your Account Manager,
call us on **01235 433 507** or visit **o2.co.uk/enterprise**

