

Case Study

FJ Benjamin

Enhances Store Performance with Traffic Intelligence



Summary

Industries

- Luxury Goods
- Apparel

Solutions

Traffic intelligence

Benefits

- Track conversion
- Optimize staffing
- Improve merchandise effectiveness

Welcome

FJ Benjamin based in Singapore is an industry leader in brand building and management, developing retail and distribution networks for international luxury and lifestyle brands across Asia.

With brands such as Banana Republic, Celine, Gap, Givenchy, Guess and La Senza, it was critical to have a clear understanding of how the differently branded stores' locations compared with each other, as well as track conversion rates (converting shoppers into buyers) within each store.

FJ Benjamin chose Tyco's Traffic Intelligence solution to gain valuable insights about shopper behavior and enhance overall store performance. By analyzing information from store to store and also within each store, they were able to adopt strategies to build retail success.



FJ Benjamin chose Tyco's Traffic Intelligence solution to enhance overall store performance.

Challenge

With 23 stores in Singapore alone, FJ Benjamin needed to upgrade to the new platform for all of its locations with their own unique requirements. Most of the stores are located in shopping malls, however their size is diverse, ranging from 1,000 to 4,000 square feet, with some stores as large as 9,000 square feet. While some stores have only one entrance/exit, others have up to four.

Solution

Following an initial pilot with several stores, FJ Benjamin has implemented Tyco's Traffic Intelligence solution in five stores. They can now answer several key questions about the stores' performance:

- How many people went in the store and how many made a purchase?
- Where do shoppers spend most of their time in the store?
- Which display and in-store advertising campaigns are more effective?
- What are conversion rates in particular store areas?
- When are peak selling times?
- How can employees be scheduled more effectively based on traffic?
- How does one location compare in conversion rates, shopper traffic, etc., with another?
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Tyco's Traffic Intelligence solution addresses all of these concerns to drive revenues while optimizing store operations.

Results

With Tyco's dynamic Traffic Intelligence solution, FJ Benjamin now tracks conversion rates on an hourly basis and store managers receive real-time updates and alerts. They realize traffic intelligence adds very valuable data to their stores' Key Performance Indicators (KPIs) and have touted Tyco's Traffic Intelligence as essential to stay ahead of the competition.

Project Scope

FJ Benjamin implemented Tyco's Electronic Article Surveillance (EAS) system throughout its entire store network. They now have the option of integrating EAS with Traffic Intelligence solutions for added value. The benefits of such integration are numerous:

- Distinguish store entrance and exit traffic from non-directional traffic reducing the number of nuisance alarms
- Alarms when a would be thief leaves the store
- Reduces energy consumption of stores by powering down when no traffic
- Directionality allows doors to open only if someone walks through, rather than passes by

Enhance LP Effectiveness

Manage loss prevention and associate staffing based on peak traffic hours to help ensure adequate coverage in high traffic, high risk areas within the store. When Traffic Intelligence is linked to Loss Prevention data, retailers can reduce false alarms by screening out alarms on inbound vs. outbound traffic, as well as intercept "booster" and "jammer" devices as they enter the store.



About Johnson Controls

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About Sensormatic Solutions

Sensormatic Solutions is a global leader in enabling smart and connected shopper engagement. By combining critical insights into retail inventory, shopper traffic and loss prevention, Sensormatic Solutions powers operational excellence at scale and helps create unique shopping experiences. Our solutions deliver real-time visibility and predictive analytics for accurate decision-making across the enterprise, enabling retailers to confidently move into the future. With more than 1.5 million data collection devices in the retail marketplace, we capture 40 billion shopper visits and track and protect billions of items each year. Our retail portfolio features the premier Sensormatic®, ShopperTrak® and TrueVUE™ brands.

For more information, visit www.Sensormatic.com, or follow us on LinkedIn, Twitter and our YouTube channel.