Case Study

ShopperTrak
Goodwill of Southeastern Wisconsin

Improves store performance with
ShopperTrak's solutions

Sensormatic
by **Johnson Controls**

Summary

Industry

Non-profit, General mechandise

Solutions

ShopperTrak Perimeter Analytics

Benefits

· Increased sales

· Improved operations

· Enhanced customer experience

Welcome

Goodwill Industries of Southeastern Wisconsin, Inc. is the largest of more than 162 Goodwill organizations in the world and has been providing services since 1919. Some 6,100 Goodwill employees work in nearly 100 locations throughout a 23-county territory in southeastern Wisconsin and metropolitan Chicago.

The service territory consists of thirteen full or partial counties in southeastern Wisconsin, and ten full or partial counties in northeastern Illinois. Their mission is to provide training, employment and supportive services for people with disabilities or disadvantages who seek greater independence.

The Opportunity

At 51.2% of the total revenue and support for Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago, retail services are an essential part of sustaining the organization's operation. Keenly focused on supporting essential services, leaders in the Goodwill organization sought to better understand their in-store traffic and identify additional sales opportunities in retail locations. The organization never utilized traffic counting services and was unfamiliar with leveraging such data as a means of optimizing operations and improving store performance.

The solution

Goodwill engaged in an eight-store pilot of ShopperTrak's perimeter analytics solution in June of 2017. The pilot included regular training calls, which helped retail staff understand how to use ShopperTrak's reporting platform, translate data and staff appropriately.

ShopperTrak's perimeter analytics solution provides visibility into when the best opportunities for sales occur and how well a retailer performs during these critical times.

By integrating traffic, sales and labor data, retailers can better understand how effectively they are converting customers and whether they have the labor coverage needed for success.

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"We are excited about ShopperTrak and its capabilities to help us better understand traffic patterns, staffing needs and conversion rates, which is critical for growing sales and improving our bottom line. The product is easy to install, navigate and very user friendly for our leaders. It is already providing valuable insight and is helping us be even more efficient with our resources."

Skip Dexter
Vice President, Retail Operations
(Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago)

The Results

With the goal of providing accurate traffic counts, ShopperTrak's solution enabled Goodwill leaders to understand peak hours on a store-by-store basis. Vendor recommendations based on such data allowed Goodwill of Southeastern Wisconsin to:

· More effectively allocate their labor

· Assign associate tasks in relation traffic patterns

As a result, conversion rates increased an average of three percent across all eight stores.

Following the impressive results, Goodwill elected to roll out ShopperTrak's perimeter counting solution across all 67 retail stores.

Additionally, by utilizing their new traffic data, Goodwill recognized that their associates played a larger role in driving store sales than originally thought. This is particularly meaningful because the Goodwill store model is built around a more independent shopper, one who braves the racks to find their desired items; however, ShopperTrak insights revealed that there was a significant opportunity for associates to engage with shoppers and increase key metrics (e.g. sales, ATS, conversion).

Based on these findings, Goodwill is planning to alter staffing levels during peak hours in order to maximize customer engagement and provide a more enhanced in-store experience. Traffic data will also be used to identify when such associates should be scheduled.

About Johnson Controls

Johnson Controls is a global diversified technology and multi-industrial leader serving a wide range of customers in more than 150 countries. Our 120,000 employees create intelligent buildings, efficient energy solutions, integrated infrastructure and next generation transportation systems that work seamlessly together to deliver on the promise of smart cities and communities. Our commitment to sustainability dates back to our roots in 1885, with the invention of the first electric room thermostat.

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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.