

# Retail Consulting Practice

Improve profitability through better inventory intelligence, operational effectiveness, loss prevention, and shopper experience.

Retail today has more moving parts than ever before, and they each have to work in concert for retailers to succeed. From ongoing digital transformation to improving the customer experience and beyond, getting it all right takes experience, vision, and expertise.

That's a tall order for retailers of any size – but the good news is that you don't have to go it alone. Sensormatic Solutions' Retail Consulting Practice delivers all that and more to help retailers like you improve profitability.

## By retailers, for retailers

Our Retail Consulting Practice is made up of former retail leaders with decades of store and corporate retail experience – leaders who've been where you are, seen your challenges, and know what it takes to succeed. That means we approach your retail problems like retailers.

## How our Retail Consulting Practice works for you

Every retailer's needs are unique, and we know that no one-size-fits-all solution can address them all. That's why our team of seasoned industry veterans takes a consultative approach to understanding your distinct challenges, priorities, resources, and data to develop customised solutions that help you achieve your goals.

Whether you're a big-box retailer looking to increase profit in a specific area, a grocer wanting to boost your end-cap performance, a luxury brand working to improve the in-store experience, or a boutique trying to optimise labour allocation – or any other aspect of your retail operations – our team leverages years of retail expertise and proven methodologies to bring your vision to life.

Best of all, what starts with a frank conversation about your most pressing challenges quickly becomes a customised solution that's ready for real-world implementation.





## Every challenge is an opportunity

Our solutions run the gamut from store performance and segmentation assessments to deep dive data analytics and technology recommendations, all designed to help you address behavioural opportunities that increase profitability.

### Shopper insight solutions

Go beyond simply discovering your top traffic times and days and discover where shoppers enter, and where they go once they're inside. Armed with these insights, you can:

- Improve customers' in-store experience
- Optimise labour allocations through optimised service models and more accurate forecasting
- Plan more effective promotions



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### Other insights for strategic decision-making

You probably have reams of data at your fingertips already – but are you getting maximum ROI from it? Our industry analysts and data scientists leverage our own proprietary data, along with third-party sources, to deliver insights that can help you optimise business decisions. These insights empower retailers to:

- Understand store-level performance by centre type to optimise goals and performance evaluations
- Use leading edge shopper visit data to make smarter real-estate decisions
- Learn valuable lessons from the competition to improve profitability
- Make strategic changes to inventory management and loss prevention processes

These are just a sample of the ways our Retail Consulting Practice can deliver value. No matter your retail challenge, we're here to help you solve it.

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by Johnson Controls

## Service value that drives retail returns

Consider this experience: A leading outdoor recreation retailer was using data from their POS system to allocate their in-store labour. Since POS data only captures customers who made purchases – as opposed to everyone who enters a store – the retailer's attempts at labour optimisation quickly stagnated. Key shopping periods were understaffed, customer experiences suffered, and sales failed to hit targets.

To solve this dilemma, they turned to Sensormatic Solutions' Retail Consulting Practice.

Leveraging data from shopper insights, our consultants started by rigorously segmenting each of the retailer's stores and then grouped locations based on the similarity of a variety of attributes. From this, we were able to determine each store's appropriate shopper-to-associate ratio (STAR) to meet shopper demand and deliver peak sales-per-shopper (SPS). Our Retail Consulting Practice also delivered accurate weekly traffic forecasts for each individual store. When these forecasts were coupled with targeted STAR, they provided guidance for labour hours to meet the unique needs of each store. In addition, the retailer also leveraged Sensormatic Solutions' customised coaching tools for each individual store to help train their field on the adoption of the new labour allocation strategy and to meet behaviour execution standards – all while staying within corporate profitability guidelines.

Thanks to the accuracy of these forecasts, retail leaders were able to better project sales opportunities, allocate labour hours, and align labour tasks in relation to traffic patterns. As a result, they not only experienced more profitable labour allocations across their stores throughout the year but were also able to deliver enhanced in-store customer service, too.

## Learn more about Services from Sensormatic Solutions

Retail Consulting Practice is just one of many practice areas within our Services designed to help you innovate, execute, and succeed in hitting your goals. To learn more about how our other practice areas can help, [click here](#), or ask your Customer Success manager for more information today.

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### About Johnson Controls

At Johnson Controls (NYSE:JCI) we transform the environments where people live, work, learn and play. As the global leader in smart, healthy and sustainable buildings, our mission is to reimagine the performance of buildings to serve people, places and the planet. With a history of more than 135 years of innovation, Johnson Controls delivers the blueprint of the future for industries such as healthcare, schools, data centres, airports, stadiums, manufacturing and beyond through its comprehensive digital offering OpenBlue. With a global team of 100,000 experts in more than 150 countries, Johnson Controls offers the world's largest portfolio of building technology, software and service solutions with some of the most trusted names in the industry.

For more information, visit [www.johnsoncontrols.com](http://www.johnsoncontrols.com) or follow us [@johnsoncontrols](#) on Twitter.

### About Sensormatic Solutions

Sensormatic Solutions is the leading global retail solutions portfolio of Johnson Controls powering operational excellence at scale and enabling smart and connected shopper engagement. Our intelligent digital operating platform – Sensormatic IQ – combines the full Sensormatic Solutions portfolio, including third-party data to deliver unmatched insights into shopper experience, inventory intelligence, loss prevention and operational effectiveness with advanced technologies, like AI and Machine Learning. This enables retailers to act on prescriptive and predictive data-driven outcomes to confidently move into the future.

Please visit [Sensormatic Solutions](#) or follow us on [LinkedIn](#), [Twitter](#), and our [YouTube channel](#).



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