



In-Store Analytics and Orchestration



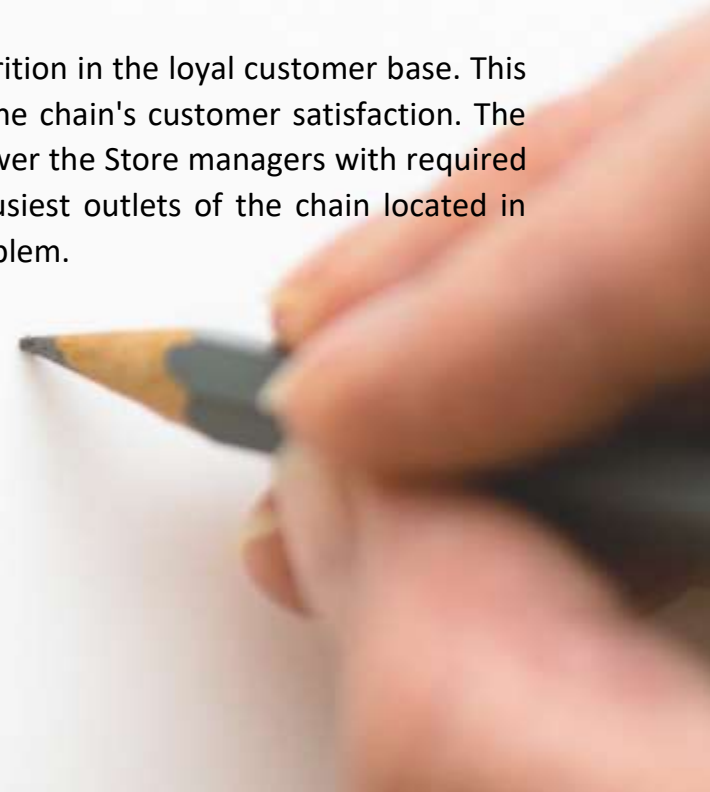
Touch IoT with SAP Leonardo | Prototype Challenge

openSAP

STORY

Value Foods is a leading retail corporation headquartered in Seattle, Washington and operates a chain of over 600 hypermarkets across the United States. The corporation has been very successful in embracing the advances in technology and drive its growth in a time when conventional retail industry is being constantly disrupted by the emerging digital ecosystems. The operational efficiency of the company is highly optimized, thanks to the existing enterprise systems for Inventory management, Logistics Execution, Workforce Management etc.

One of the recent challenges faced by Value Foods is the gradual but substantial attrition in the loyal customer base. This was also confirmed by the results from a recent third party assessment done on the chain's customer satisfaction. The corporation's leadership has taken this as top priority concern and decided to empower the Store managers with required tools and technology to combat this at the forefront of operations. One of the busiest outlets of the chain located in downtown Seattle has been chosen as pilot store to drive the solutioning for this problem.



PERSONA

Responsibilities

- Maintain statistical and financial records
- Manage customer concerns and complaints
- Oversee product inventory and pricing
- Manage staff and their operations
- Prepare and roll-out promotions
- Manage assets optimally

Main Goals

- Improve customer experience and promote repeat business
- Maximize profitability by increasing sales and optimizing operational expenses
- Manage operations proactively and protect assets
- Explore opportunities for improvement and growth

Needs

- Identify the most and least popular sections in the store
- Quantify the effectiveness of promotions being run
- Derive the customer demographics for targeted operational improvements
- Analyze patterns, predict behaviors and plan actions

Pain Points

- Conventional surveys are not very effective in getting true customer feedback
- Financial data is insufficient to assess effectiveness of promotions and other improvements
- Not enough data to quantify the influence of seasonal/external factors on store performance
- Manual tracking, monitoring, maintenance and replenishment of Shopping carts, coolers, freezers and other assets is workforce intensive
- Activities like adding check-out counters, adding staff in busy sections are slow and reactive



Edward Wright
Pilot Store Manager

“My mission is to turn every customer visit into a delightful shopping experience”



POINT OF VIEW

“As Store manager, I want to have access to real time data, statistics, notifications and predictive analytics to help me co-ordinate the day to day operations most effectively”

Real-time Data

- Location/customer access data from sensors in Shopping carts/baskets/bags and Product aisles
- Sales/Financial data from Point of Sale systems
- Inventory, logistics, workforce and asset data from ERP systems

Statistics

- Temporal statistics - Shopping/Check-out
- Access to Sales ratio
- Customer access maps, hot/cold zones, promotion visibility and effectiveness, etc

Notifications

- Asset location
- Unauthorized access
- Check-out latency
- Customer service alerts
- Staff deficit notifications

Predictive Analytics

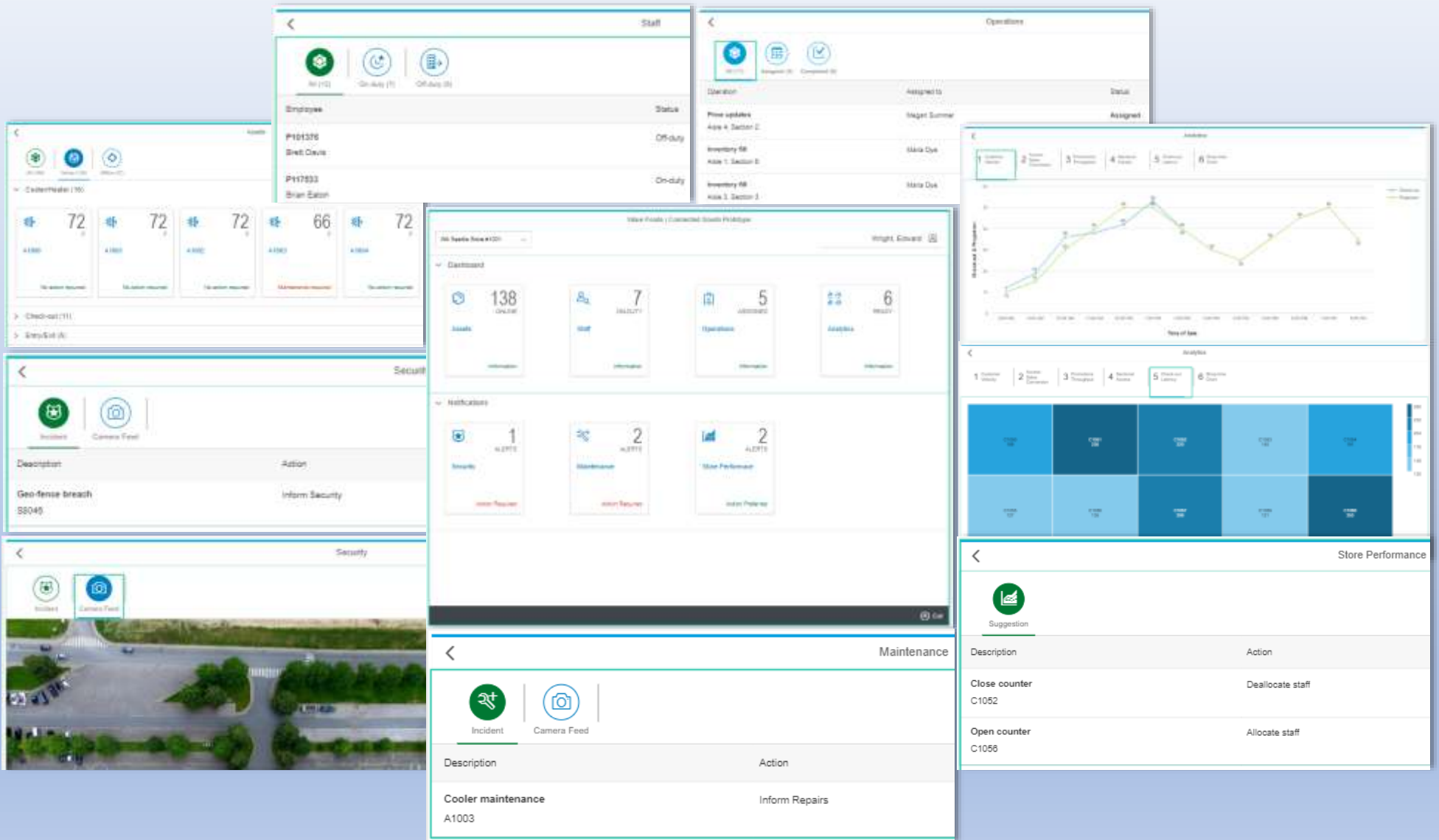
- Sales and customer velocity projections
- Optimizations based on customer traffic, seasonality, external factors, etc
- Product/Promotion/People placement
- Pattern based customer demographics



USER EXPERIENCE JOURNEY

ACTIONS	Assess number of customers at check-out to decide whether to add/remove counters. Reassign staff based on customer situation and operational demands.	Monitor assets like coolers, freezers, refrigerators, POS systems and shopping carts. Repair/restock based on situation and continue monitoring.	Evaluate effectiveness of promotions by checking stock levels and sales data. Ensure availability of promotional materials like flyers and coupons.	Manage staff by assigning appropriately to different operations. Continuously assess and make decisions on staffing needs.	
MINDSET	<i>"Another day in Penrose staircase!"</i>	<i>"I could use an extra pair of hands for price updates but don't want to frustrate customers by closing a counter"</i>	<i>"Where are all the carts?"</i>	<i>"I don't know if the customers are seeing the promotions and deciding not to buy or not seeing them at all"</i>	<i>"Finally, I have the perfect operating schedule! or do I?"</i>
FEELING					
TOUCH POINTS	Physical inspection Inventory master	Customer queues Point of Sale data Staff availability	Physical inspection Cart/basket/bag lots Staff availability	Promotions catalog Sales reports POS data	Team meetings Operating schedule Customer demand

MOCK UP



Build Prototype Link: <https://standard.build.me/prototype-editors/api/public/v1/snapshots/5fd18441cfd79140e19a228/artifacts/latest/index.html#/home>