MY DAY SHOPPING WITH TEN DEGREES SENSOR FUSION

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On a recent trip to Silicon Valley I had the pleasure of participating in an in-store demo of a new sensor-fusion indoor location technology from Ten Degrees. Ten Degrees has a long history in this area, which it is now bringing to bear on the industrial and retail markets. It claims consistent 1m to 3m accuracy and I can confirm that this was indeed the case.

The store in question was a large 60,000 sq ft. department store that had been outfitted with 60 BLE beacons. Ten Degrees advised that it took less than 2 hours to deploy the technology, with zero calibration required. The first thing that struck me was the consistent accuracy of the technology. While this is a very difficult thing to achieve, it is table stakes in terms of what retailers and consumers expect. What was really interesting was seeing in real time how it could be used in-store in addition to the level of detail in the analytics that could be generated.

IN-STORE WAYFINDING/INDOOR LOCATION

NEWS

NEWS

During the demo, I played the role of customer with a separate employee device also in operation. As I moved through the store, not only could I see myself accurately located in real time, but the employee device was tracking my every movement and was alerted when I dwelled for a predefined period of time. While the value of indoor navigation is obvious in industrial environments, a lot of people questioned the real world applications in retail. Without a doubt, it is not a utility that customers will need on every visit. But when you need to find something, the search capability solved what is often a real pain-point of shopping. We have seen from other trials the impact of product search on basket size and customer satisfaction. Really valuable in-store technology is dual purpose. It creates utility/ engagement for the customer within a retail application, while also creating far more value in terms of analytics; the latter permitting the former from a customer perspective. When I went back to the store after the demo to pick up a present for my wife, I really missed this feature, as I had very limited time.

RETAIL ANALYTICS

When Ten Degrees sent the analytics (below) over to me from my brief visit, what struck me initially was the number of breadcrumbs they managed to collect, and how they correlated this to in-store locations and the items where I dwelled. I was also able to see the timeline and area utilization of my journey by department, as well as landmark viewing frequency. Another key feature is that the customer need only use the app once to enable passive data analytics on future visits. Marketers can only dream of this level of consumer data in the mobile world. Beyond real-time utility and employee upsell, the potential for customer segmentation and online retargeting should be very obvious.



CONCLUSIONS

COMMENTARY

As I mentioned in a previous Insight, we have heard a lot of indoor location trials end with retailer marketing teams looking at the analytics data and saying "this looks great but I do not know what to do with it". Honestly, if your team can not see the potential of this, then you need to find a new team. Online vendors like Amazon are coming to bricks and mortar and they are using technology to differentiate. Why? Because they have a technology culture that not only understands the value of data but knows how to translate it into actions. Retailers largely came to eCommerce too late; do not make the same mistake with offline. After all, in an omnichannel world, it is ultimately another channel where marketers need to segment customers and enable attribution and retargeting.

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