



Identity at the  
Speed of Life

# Application Note

## Retail

Customers won't always tell you what they like and what they don't. In fact, consumer marketing legend Steve Jobs was quoted to say they don't even know what they want. While that may be exaggerated, customers really can sometimes find it hard to put their needs and desires – which have constantly been evolving with the growing impact of online shopping – into words. Their behavior, however, can often tell retailers everything.

The ability to gain clear visibility and comprehension of customers' retail journeys is absolutely crucial to profitability, and is key to a range of critical business decisions, such as staffing, queue management and merchandizing. Monitoring and thoroughly understanding in-store traffic is equally important for personalization, a make-or-break aspect of effective loyalty program maintenance and long-term customer retention, and can additionally assist in preventing shoplifting and other forms of retail fraud.

Achieving this ability requires retailers to walk a fine line, however. After all, those wishing to present open environments that welcome consumers and employees alike, stand a lot to lose if caught keeping too close a watch on what customers and store representatives do.

What they need is a powerful yet non-invasive in-store visual identification solution.

### Solution: In-Motion Identification

FST Biometrics' IMID™ (In-Motion IDentification) platform – a state-of-the-art fusion of visual identification, facial recognition and behavior analytics technologies – is that solution.

With powerful visual identification technology at its core, IMID is capable of recognizing shoppers and retail store representatives from afar, even in motion. The platform ultimately transforms video feeds into valuable retail data serving a broad range of applications, including:

- Real-time personalized promotions (delivered to loyal customers identified on entering stores)
- Customer behavior pattern detection and analysis
- Secure customer identity-based payments (as opposed to payments requiring credit cards or other credentials)
- Business intelligence and insight generation
- Loss and theft prevention (via rapid identification of known shoplifters and of unauthorized employee activities)

The IMID platform delivers its functionality and value seamlessly, keeping customers happy and free to roam stores, and imposing no cumbersome workflow changes on retail employees.



### Benefits



### Enhanced customer satisfaction and retention

- Allows retailers to reproduce online shopping-like personalized experience and customer targeting in physical stores.
- Enhances loyalty activation by alerting retailers when their best customers enter retail locations.
- Enables delivery of personalized, location-aware promotions and coupons to shoppers visually identified to be passing through specific store aisles, and real-time data collection on shoppers' paths to purchases.



### High, behavioral analytics-driven retail efficiency

- Enables precise trends, preferences and expectations-based customer segmentation.
- Helps align and optimize such store operations as merchandizing, product launches, queue management, staffing and more – as per insights gained on customer journeys and habits.
- Delivers full awareness of in-store hot and cold spots, dwell times, bottlenecks, traffic volumes and customer balk rates.

### Secure and convenient payments

- Helps prevent fraud with secure payments based on visual customer identification.
- Ensures high shopper convenience via fast and seamless hands-free operation, and maintains complete customer privacy through PII (Personally Identifiable Information) free transactions.
- Rapid, cost-effective cloud-based deployment, and easy integration with both existing retailer infrastructure and third-party POS and payment provider systems.

### Increased security and loss prevention

- Minimizes shoplifting by visually identifying known offenders at retail store entrances, and tracking suspicious activity in fitting rooms and other store locations (supports integration with known shoplifter and other external offender databases).
- Helps reduce losses by detecting unauthorized employee activities, including cash register sweethearting.

### Summary

Retailers wishing to differentiate themselves and succeed in an increasingly competitive landscape must effectively cope with diverse challenges. They need to accurately determine customer requirements, monitor and understand in-store traffic, maintain high retail efficiency, fend against inventory losses and shoplifting, prevent payment fraud and more.

FST Biometrics' IMD (In-Motion IDentification) platform – a solution coupling visual identification technology with behavior analytics capabilities – is key to doing all this. IMD is the ideal choice in that it empowers retailers with Identity at the Speed of Life, delivering data and insights on in-store customer and employee traffic for a range of retail applications – seamlessly and completely unobtrusively.