



“Empowering you through digital insight”



## Digital Intelligence and Location Analytics as a Service

- Why is data and analytics important?  
Businesses need to make informed decisions to boost their profitability
- What are we selling?  
Location Analytics and reporting services
- How do we sell it?  
We deploy onsite sensors and provide Internet dashboards and reporting through a cost effective monthly subscription

## Behavioural Information Analytics

**Customer** identification, behaviour, proximity and tracking analytics

- Detect total client visits
- New and repeat customers
- Analyse dwell-time and repeat frequency
- Customer experience – service response
- Marketing campaign effectiveness - promotions versus in-store activity
- Analyse and optimize window display conversion
- Optimise product placement
- Data for lease negotiation – location and footfall
- Surveillance of goods and people

**Staff** identification, behaviour, proximity and tracking analytics

- Time and Attendance
- Optimize staffing by time of day
- Service response times – customer dwell times
- Asset tracking and management
- Device tracking and management
- Surveillance of staff movement

## Value Added Services

- Competitor Online Browsing (Products)
- Loyal customers - Notifications/vouchers (Mobile app)
- Wayfinding (in store navigation)
- Asset tagging (RFID)
- POS Analytics (IoT)

## Real-time dashboards

- Customer Portal
  - Access via the Internet via browser/ device
  - Heat maps of customer/ staff movement
  - Key indicators, counters and graphs

## Reporting

Reports can be created anytime. You are also able to schedule reports to be emailed either each day at a particular time, weekly or monthly.

The data is presented in a basic view which is easy to understand - the good, bad and the ugly!

- Compare data across single or multiple locations
- Analyse data and compare to external KPIs (e.g. foot traffic, dwell-time and repeat frequency, average spend per site, average spend per user, average cost per store)
- Compare dates and times of seasons, promotions and campaigns and measure the overall success
- Compare actual location activity versus data provided by marketeers, asset managers and landlords.
- Historical information for performance reviews and management
- Customised reports

## Target Market

- Franchises and retailers
- Manufacturers
- Educational campuses
- Warehousing and logistics
- Medical centres and hospitals
- Events and conference venue

## Questions we can answer with the data collected

- How busy is my store?
- Can my customer find what he is looking for?
- Is my product where it needs to be?
- Is my location correct?
- Was my marketing campaign a success?
- Must I have, or increase my online presence?
- Where did my stock go?
- Is my staff productive?
- Am I over or understaffed?
- Am I paying too much rent?



**For more information contact**

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