5G Edge Crowd Analytics for Retail

An AI-driven business intelligence tool to help enhance customer experiences, boost operational efficiency and improve marketing effectiveness

As a retailer, you may face multiple challenges, including new tech-enabled competitors, growing customer demands and expectations, and pressure for digital transformation.

Verizon 5G Edge Crowd Analytics can help you meet those challenges by understanding crowd behavior and then delivering better intelligence, enabling you to provide differentiated and improved customer experiences.

Being able to analyze and interpret crowd-movement patterns can lead to illuminating insights and help create informed, data-driven decision-making. This may help generate more revenue opportunities, operational optimization and better marketing results.

Powered by Verizon 5G and mobile edge computing (MEC), 5G Edge Crowd Analytics is a software-as-a-service, artificial intelligence (AI)-driven platform that helps make it easier for retailers to gain visibility into shoppers’ journeys, optimize product placement and move customers efficiently through service channels such as checkout lanes.

In addition, our IO Platform helps improve retailers’ marketing effectiveness with rich audience data that enables engagement with customers through targeted and timely offers, helping customers find the products that suit them.

How 5G Edge Crowd Analytics works

5G Edge Crowd Analytics’ AI-driven IO Platform unifies retailers’ data sources, including lidar, Wi-Fi, cameras and point-of-sale (POS) systems, to give retailers the insights needed to help solve their complex business challenges. Verizon helps guide retailers on the path of data and digital transformation with the three-tiered IO Platform:

- **IO Connect** allows retailers to build a holistic view of the customer experience and the factors that influence it by unifying all their data sources—including lidar, Wi-Fi, cameras, POS and customer relationship management (CRM)—in one platform. Retailers can also pull reports from other sources, such as advertising networks and websites, to build richer data sets to help better understand how context affects behaviors and attitudes and to help improve digital and physical experiences.

- **IO Insights** helps retailers understand what occurs within their stores in order to help create better spaces. Powerful historical, near real-time and predictive data analytics, reporting tools, and notifications made available via the IO Platform help give retailers the ability to better manage their operations and provide enhanced guest experiences to their customers.

- **IO Engage** provides retailers with sophisticated, automated content delivery tools to drive data-driven, omnichannel marketing, advertising and information campaigns to help influence shopper behavior.

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In a survey, 62% of retailers were satisfied with their store’s overall experience, but only 39% were satisfied with their store’s digital experience.¹
The benefits of 5G Edge Crowd Analytics for retail

5G Edge Crowd Analytics can help retailers achieve the following:

- Increase sales revenue through reduced wait times and checkout abandonment rates and increased customer satisfaction.
- Send customers targeted and timely offers.
- Gauge the performance of offers, channels, content and targeting.
- Improve demand forecasting and capacity planning to help manage energy costs and staffing.
- Understand optimal product-placement locations and map common customer journeys.
- Forecast the influence of context (for example, weather and advertising) on visitation and spend behaviors.
- Optimize staffing across multiple service channels, such as digital, counter, floor and department.
- Make it easy for customers to provide feedback so their voices are heard, and you can continually improve the experience.
- Improve overall safety, security and efficiency by tracking congestion patterns and traffic flow, while receiving alerts of unexpected activity.

Gain insights to help improve operational efficiency, revenues and customer experience.

Verizon 5G Edge solutions

5G Edge Crowd Analytics is just one of our 5G Edge solutions designed to help retail establishments:

- Leverage innovative technology to transform the retail experience and deliver better and more profitable outcomes
- Deliver differentiated and unique shopping experiences
- Improve the safety and security of the retail establishment while accelerating operational efficiencies, thanks to near real-time performance and optimization at the edge

Why Verizon

Verizon is the most awarded brand for Wireless Network Quality and America’s most reliable 5G Network. Our network contains massive fiber and small-cell deployments for reliability and performance. From 4G LTE to 5G Ultra Wideband, our coverage reaches nearly everywhere across the country.

Learn more:

To see how 5G Edge Crowd Analytics can help you improve the customer experience, contact your Verizon Business Account Manager or visit verizon.com/business/products/5g-edge/crowd-analytics/