TrueVUE
Fitting Room 360

The Fitting Room: The highest conversion area in the store

As an important point of customer engagement in the store, RFID-enabled fitting rooms provide real-time data on shoppers and their interaction with merchandise. This visibility allows retailers to better understand their customers and influence buying decisions in the store's most important conversion zone.

Using RFID technology, retailers can capitalize on the opportunities presented in the fitting room, empowering sales associates with insight into customer preferences and service needs to drive conversion. These smart fitting rooms can deliver data insights to drive merchandising decisions, a better customer experience, and a corresponding increase in sales.

Sensormatic
by **Johnson Controls**

RFID sensors capture data to deliver insights and value in 5 key dimensions

Customer Engagement
- Deliver personalized service and recommendations with insight into fitting room selections
- Enable promotional and cross selling opportunities via interactive displays
- Alert associates to high-value customers and increase conversions

Merchandising
- Uncover possible product issues with items frequently tried on, but not purchased
- Discover merchandise affinities for items frequently taken to the fitting room together

Operations
- Monitor maintenance of fitting room standards
- Avoid out-of-stocks by and monitor merchandise left in the fitting room and not on the sales floor

Loss Prevention
- Alert sales associates when high-value items are taken into a fitting room
- Gain visibility into possible theft situations when multiples of an item or non-apparel items are taken into the fitting room

Staffing
- Ensure staffing aligns with peak fitting room activity by day and hour
- Optimize level of customer service by maintaining associate-to-shopper ratios

Fitting Room 360 analytics

The Fitting Room 360 Dashboard combines shopper traffic, real-time inventory and point-of-sale (POS) sales data to present a comprehensive analytical view into fitting room activity. Included are metrics related to overall traffic, and the blend of shopper and inventory data used to calculate the Fitting Room Conversion Funnel.

- Understand the effectiveness of driving shopper traffic into the store vs. those passing by
- Discover how many of the store shoppers are entering the fitting room
- Know how many of the fitting room shoppers are converted into buyers

The Fitting Room 360 effectiveness report

- Measure the value of shoppers using the fitting room
- Assess conversion rate effectiveness and POS transaction value of these shoppers
- Compare metrics across stores to drive overall improvement.

10% Shoppers browsing that are likely to buy[1]

67% Shoppers browsing that are likely to buy when using a fitting room[1]

[1]Fit Happens: Analog Buying in a Digital World, Marge Laney

For additional information, please visit **www.sensormaticsolutions.com**

Sensormatic
by Johnson Controls