



Brown Shoe Company transforms video with Prism Skylabs

Nationwide retail chain Famous Footwear wanted to streamline store operations. In order to capitalize on their existing 10,000 security cameras, Famous Footwear deployed Prism Skylabs technology, which offers a full-suite of offline analytics by connecting to the current video cameras. The shoe store is now able to share new data and insight across all departments.

Background

Footwear powerhouse Brown Shoe Company operates more than 1,300 Famous Footwear and Naturalizer stores around the world. With a focus on improving the customer experience and improving operations, the market-leading retailer was looking to get more out of their nearly 10,000 security cameras, and find a way to use their video infrastructure to drive topline revenue and improve operations.

Vice President of Asset and Revenue Management Jon Grander first discovered Prism Skylabs in late 2011, and as one of the cloud technology's first customers, he found that even in its early days, Prism Skylabs' real-time remote access, powerful analytics, and event-based notifications served as key drivers to companywide improvements at Brown Shoe.

"We used to hire marketing companies that would sit outside and count customers, monitor linger time, and determine customer traffic patterns," said Grander. "With Prism Skylabs, we're able to do this kind of analysis more often, at a lower cost, and over any period of time."

Quick and Easy Deployment

Brown Shoe Company first installed Prism Skylabs at its newly designed stores in Tom's River and Lancaster, New Jersey, and in their flagship Mall of America store just outside of Minneapolis. These stores, within minutes, Prism Skylabs connected to Brown Shoe's existing video cameras and began generating meaningful data for the company.

Challenge:

Famous Footwear needed a tool to improve the customer experience and store operations.

Solution:

Prism Skylabs offers real-time, remote access to make the most out of Famous Footwear's 10,000 security cameras.

Results:

Famous Footwear now has collaborative teams that use Prism Skylabs' insights to deliver memorable customer service.

Prism Skylabs gives us the ability to remotely audit and merchandise our stores, and truly understand how customers experience our Famous Footwear stores."

- John Grander, **VP of Asset & Revenue Management**



“Outside of the control room, we went from having no visual access to our new stores, to having immediate, real-time access on our mobile devices,” said Grander. “Prism Skylabs gives us the ability to remotely audit and merchandise our stores, and truly understand how customers experience Famous Footwear stores.”

Understand Customer Interaction

With Prism Skylabs any-camera counting, Brown Shoe is able to understand not only how many customers are in the store, but how many are in any given area at any time. And through Prism Skylabs analytics — heatmaps that display customer dwell and pathmaps that show, in aggregate, how customers move through the store — Grander is able to provide invaluable information and access to his colleagues in Marketing and Operations.

“Anyone can get video, review it and connect the dots,” said Grander. “But when you have a system that connects the dots for you by telling a story about which shoes are being touched more frequently — that can equate to a sale.

If there are a lot of touches on a shoe and not a lot of sales, it could either mean there is a fit problem or we didn’t have customer’s size. This system gives us the opportunity to make meaningful decisions to improve the customer’s experience and our sales.”

Data-Driven Decisions

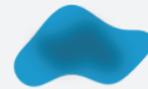
These tools help Brown Shoe Company cut costs on merchandising and marketing, and gather interesting insights on how to improve store designs, promotions and optimize staffing.

“One of the most meaningful things to me at the moment is what the shopping behavior was like during our back-to-school period,” said Grander. “By mapping that time frame, we can find out if shopping behavior is different before or after this particular period, whether we’re targeting products to where the consumer is going in the store, and where we can best showcase our specials.”

How Brown Shoe uses Prism Skylabs:

Heatmaps

to measure which shoes customers engage with most.



People Counting

to measure conversion.



Pathmaps

to understand aggregate customer movement in key areas of the store.

