

CASE STUDY

Retailer drives up sales and customer satisfaction

Situation

A major UK-based clothing retailer was well aware that displaying the right products at the right time was key to maximising sales. Their customers who couldn't find the correct size or style of dress would often end up going elsewhere, despite the product being in store but in the wrong place. Not only were sales being lost, but customers were not impressed.

Although passive radio frequency identification (RFID) tags could potentially help, these have a reliable detection range of only 2-3 metres and require sales assistants to check each item with a handheld reader.

Solution

PervasID installed a revolutionary stock control system based on its unique Space Ranger 9100 RFID technology. The system was deployed using a network of antennas located discreetly at intervals across the ~4000 sq. metres retail floor and stockroom. The system covers intake, storage, sales and fitting room areas over two floors. A single RFID reader can cover up to 400 sq. metres with almost 100% tag detection, allowing automatic monitoring of the location of stock items, as well as automatic updating of the inventory database. Around 100,000 items could be tagged in the installed system.



Benefits

The retailer was able to make better decisions on which items needed to be moved by monitoring their location in real time, for example picking up clothes that had been tried on but not purchased. Items that were selling fast could be flagged early and additional stock obtained from other stores, avoiding stock-outs.

Retail intelligence was dramatically improved, allowing analysis of customer movement data through the store. Items that should be co-located - based on previous movements - could be identified.

Most important perhaps, customers found what they needed more often, increasing satisfaction and brand loyalty.

Low cost, long distance sensing of passive RFID tags satisfies an unmet need in the retail and logistics industries, facilitating a move towards the Internet of Things, while offering potential for a significant return on investment in the short term.

PervasID provides the intelligence to drive up sales.
