



Benefits

- Visual, simple to use and intuitive; makes daily work fun for staff.
- Helps staff determine where to place products to optimise sales.
- Encourages competition between different shops in a chain.
- Gives autonomy to shop floor staff.
- Head office can monitor performance of every store, simultaneously.

Development

- Shelf performance integration.
- Gaming program to further stimulate competition.

2. Shelf optimization

- Similar to Microsoft Kinect, uses 3D sensors to detect customer interactions with individual shelves.

Benefits

- Analyses location in store, dwelling times, decision making times and 'Hot/Cold' positions on shelves.
- Can be used to optimise merchandising, pricing, NPD potential, product ranges.

Development

- Targeted and contextualised messages (like Digital Signage information) to nudge customers.

3. Shopper flow and floor/category optimisation

- There are various new and sophisticated camera and registration devices for measuring shopper flow and floor/category optimisation.

Benefits

- This form of customer analysis is now faster and less expensive because of new technology.
- Installing it is easy.
- Piloting this technology means you can measure the results before and after, to see if it works.
- Web integration makes remote analysis easy.

Development

- Sophisticated systems can now determine a shopper's age and sex.
- These more complex systems are still quite expensive.

Norway market update >>

There have been a lot of positive signals from the Norwegian consumer sector recently. Spending is up, marketing budgets have increased and there has been an incremental increase in retail sales. Yet, although Norway was Europe's best performing economy last year, its growth forecasts for this year have recently been cut.

Consumer confidence also declined in Q3, possibly linked to the fact that the housing market is slowing faster than expected. However, many see the housing market decline as a positive sign that greater stability will follow.

The new government's commitment to investing the country's 'oil wealth' into boosting private enterprise should also lead to job creation and a reduction in unemployment, which has risen slightly so far this year.