Retailers need to better understand customer and associate behavior in and around their stores.

- The checkout experience and the length of the checkout line are important to 85% of shoppers (Forrester).
- 87% of customers' discontent and irritation results in-store (Salesforce).
- Doubling a store's average dwell time has been shown to increase sales by up to 30%.

Visibility into the presence, proximity, and location of customers provides insights for better marketing, merchandising, and staffing decisions to:

- Deliver relevant promotions to customers based on where they are and what they are doing.
- Maximize store layouts and product placements.
- Increase associate efficiency and engagement.
- Increase associate productivity and reduce labor costs by better understanding the store environment.
- Improve customer experience scores by tailoring shopping experiences with personal and contextual information.
- Quantify results from marketing and merchandising initiatives through data analysis.
- Increase conversion rates and reduce abandoned carts through seamless, convenient experiences.
- Learn more about Cisco's portfolio of solutions for retail.

Cisco provides the visibility and insights you need to operate in the new world of retail.