



# Retail Case Study

## **FJ Benjamin**

**Enhances Store Performance  
with Traffic Intelligence**



**FJ Benjamin** chose  
**Tyco's Traffic  
Intelligence solution**  
to enhance overall  
store performance.

## // Summary

- Industry:** Luxury Goods, Apparel
- Solutions:** Traffic Intelligence
- Benefits:** Track conversion  
Optimize staffing  
Improve merchandise effectiveness

FJ Benjamin based in Singapore is an industry leader in brand building and management, developing retail and distribution networks for international luxury and lifestyle brands across Asia.

With brands such as Banana Republic, Celine, Gap, Givenchy, Guess and La Senza, it was critical to have a clear understanding of how the differently branded stores' locations compared with each other, as well as track conversion rates (converting shoppers into buyers) within each store.

FJ Benjamin chose Tyco's Traffic Intelligence solution to gain valuable insights about shopper behavior and enhance overall store performance. By analyzing information from store to store and also within each store, they were able to adopt strategies to build retail success.

### Challenge

With 23 stores in Singapore alone, FJ Benjamin needed to upgrade to the new platform for all of its locations with their own unique requirements. Most of the stores are located in shopping malls, however their size is diverse, ranging from 1,000 to 4,000 square feet, with some stores as large as 9,000 square feet. While some stores have only one entrance/exit, others have up to four.

### Solution

Following an initial pilot with several stores, FJ Benjamin has implemented Tyco's Traffic Intelligence solution in five stores. They can now answer several key questions about the stores' performance:

- // How many people went in the store and how many made a purchase?
- // Where do shoppers spend most of their time in the store?
- // Which display and in-store advertising campaigns are more effective?
- // What are conversion rates in particular store areas?
- // When are peak selling times?

- // How can employees be scheduled more effectively based on traffic?
- // How does one location compare in conversion rates, shopper traffic, etc., with another?
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Tyco's Traffic Intelligence solution addresses all of these concerns to drive revenues while optimizing store operations.



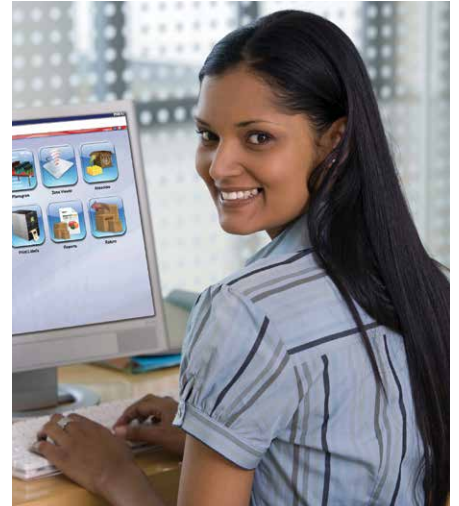
## Project Scope

FJ Benjamin implemented Tyco's Electronic Article Surveillance (EAS) system throughout its entire store network. They now have the option of integrating EAS with Traffic Intelligence solutions for added value. The benefits of such integration are numerous:

- // Distinguish store entrance and exit traffic from non-directional traffic reducing the number of nuisance alarms
- // Alarms when a would be thief leaves the store
- // Reduces energy consumption of stores by powering down when no traffic
- // Directionality allows doors to open only if someone walks through, rather than passes by

## Results

With Tyco's dynamic Traffic Intelligence solution, FJ Benjamin now tracks conversion rates on an hourly basis and store managers receive real-time updates and alerts. They realize traffic intelligence adds very valuable data to their stores' Key Performance Indicators (KPIs) and have touted Tyco's Traffic Intelligence as essential to stay ahead of the competition.



### Enhance LP Effectiveness

Manage loss prevention and associate staffing based on peak traffic hours to help ensure adequate coverage in high traffic, high risk areas within the store. When Traffic Intelligence is linked to Loss Prevention data, retailers can reduce false alarms by screening out alarms on inbound vs. outbound traffic, as well as intercept "booster" and "jammer" devices as they enter the store.





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## Leverage our strength and experience

Tyco Retail Solutions is a leading global provider of integrated retail performance and security solutions, deployed today at more than 80 percent of the world's top 200 retailers. Customers range from single-store boutiques to global retail enterprises. Operating in more than 70 countries worldwide, Tyco Retail Solutions provides retailers with real-time visibility to their inventory and assets to improve operations, optimize profitability and create memorable shopper experiences.

The Tyco Retail Solutions portfolio for retailers is sold direct through Tyco businesses and authorized business partners around the world.

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