

## TouchPlus+ Interactive Analytics

### *Track – Identify - Improve*

Understanding your customer's needs and habits can be a very profitable thing to do. Our touchscreen Analytics enables you to track user interactions and turn trends into valuable new streams of revenue. Here's how;

Every time a guest clicks a button on the screen that data is collected and prepared for reviewing. After review, immediate actions can be taken towards improvement and increase revenue.

- Track Every Category Button Clicked
- Track Every Sub Category Button Page Clicked
- Track Total Number of Searches Per Day
- Top Searched: Events, Names, Locations, etc.
- Detailed Trend Reports can be generated by Day, Month, or Year.

#### **Hospitality Scenario:**

Last month every day an average of 47 guests selected the *Services* button. Of those guests, 29 touched the *Airport Shuttle Times* button.

This data could prompt the following thoughts or create new initiatives:

- *"We need to better promote our airport shuttle services."*
- *"Should we increase the shuttle rate frequency?"*

RESULT OF ACTION TAKEN: Improve your guest's experience

#### **Retail Scenario:**

Over the previous four months, the following Departments were clicked on most:

- a. 4,671 customers selected the *Women's Shoe Department* button.
- b. 3,241 customers selected the *Children's and Baby Department* button.
- c. 2,881 customers selected the *Electronics Department* button.

This data could prompt the following thoughts or create new initiatives:

- *"Should we add an Email Opt-In for specials on the touchscreen displays homepage?"*
- *"Do we properly run sales on products from our most popular departments?"*

RESULT OF ACTION TAKEN: Improve sale rates per department.

\*Touch screen analytics is an additional cost and requires an annual renewal cost