

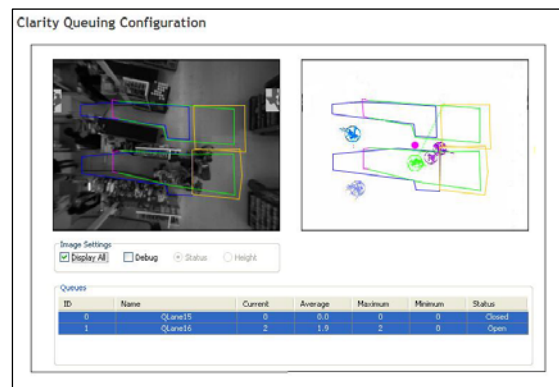


FRONT LINE & REAL-TIME QUEUE & SERVICE MANAGEMENT

Brickstream's Front-Line/Real-Time Queue & Service Management (FSM/RSM) solution is a 'closed loop solution' and just one of the powerful business focused modules to utilise Brickstream's unique, proven and patented intelligent video analytic appliance: Clarity™, embedded BehaviorIQ™ software, which automatically and continuously captures, analyses and reports; by the minute, every day, of every week; visitor actual in-store activity. Front-Line Service Management focuses on delivering real queue and service KPI's, for any queue type

Front-Line Service Management (FSM) delivers accurate, reliable and unambiguous management insight that every business needs to know about Customer Service, Store Operational Efficiency and Staffing Optimisation; facts upon which informed, confident and successful decisions can be made.

As the name suggests, Real-Time Service Management (RSM) adds real-time alerts & data feed, used to drive dashboards, on-site reports and proactive notification, thereby ensuring potential issues are immediately identified and managed effectively.



Management reports can be accessed through a secure web-portal, standard business intelligence tool or as a feed into existing scorecards, systems, reports or applications and even BlackBerry™, which means Head-Office, Store, or other authorised staff can easily and quickly access relevant store service information, where and when they need it.

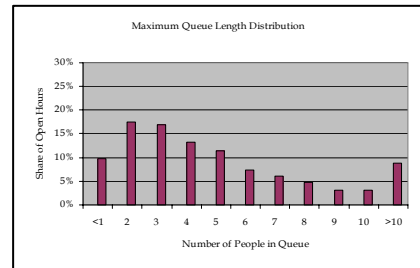
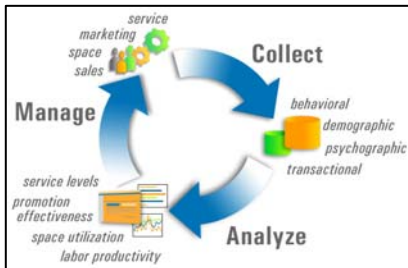
Counter	% of Customers Waiting (Under 3 Minutes)	% of Customers Waiting (Under 5 Minutes)	Number of Customers Available	Number of Customers Served	CSAT	Average Transaction Time	Max Queue Length	Average Wait Time	Max Wait Time	
8:00-00	100%	100%	2	2	100%	2.55	2	0.92	0.92	
8:15-00	100%	100%	14	2	82%	2.95	7	1.78	3.25	
8:30-00	100%	100%	8	8	100%	1.98	7	0.87	1.40	
8:45-00	100%	100%	14	2	14%	1.38	5	0.80	1.52	
10:00-00	100%	100%	13	2	7	30%	1.95	2	0.19	0.42
10:15-00	100%	100%	13	3	100%	2.02	3	0.74	1.14	
10:30-00	100%	100%	8	3	81%	2.84	3	0.32	0.32	
10:45-00	100%	100%	21	3	10	32%	1.84	2	0.14	0.52
11:00-00	100%	100%	21	3	12	60%	3.18	4	1.24	2.73
11:15-00	100%	100%	17	3	18	81%	1.23	11	2.03	3.70
11:30-00	100%	100%	14	3	12	70%	1.84	2	0.27	0.52
11:45-00	100%	100%	18	8	30%	1.82	3	0.11	0.20	
12:00-00	100%	100%	19	8	95%	3.99	4	2.22	3.68	
12:15-00	100%	100%	14	2	8	60%	1.74	4	0.62	1.43
12:30-00	100%	100%	13	2	10	75%	2.18	3	0.89	1.12
12:45-00	100%	100%	27	3	14	90%	1.96	7	2.19	3.55
13:00-00	100%	100%	27	3	14	90%	2.14	7	4.93	7.63
13:15-00	100%	100%	29	3	20	75%	1.56	7	3.43	4.97
13:30-00	100%	100%	24	2	12	65%	2.43	3	1.22	2.75
13:45-00	100%	100%	20	2	7	67%	1.66	4	0.70	1.28
14:00-00	100%	100%	17	3	5	24%	9.33	10	3.51	8.17
14:15-00	100%	100%	19	2	12	60%	3.19	12	0.64	12.20
14:30-00	100%	100%	16	2	12	90%	1.73	10	4.93	6.65
14:45-00	100%	100%	12	3	11	40%	1.99	5	1.04	3.00
15:00-00	100%	100%	12	3	8	71%	2.25	2	0.20	0.87
15:15-00	100%	100%	12	3	10	51%	2.20	3	0.72	1.63
15:30-00	100%	100%	21	3	12	74%	2.84	3	1.11	2.53
15:45-00	100%	100%	12	2	8	60%	2.07	3	1.80	3.98
16:00-00	100%	100%	12	3	10	40%	1.82	4	0.47	0.85
16:15-00	100%	100%	14	3	8	52%	1.80	2	0.27	0.45

Continually measure checkout utilisation and availability, along with actual demand and store footfall patterns, in order to predict requirements. Make improvements to till and staffing availability, as well as optimise the numbers and mix of checkouts. No ambiguity, just real, consistent and accurate facts, very important when designing and running stores

One Retailer's target was "No more than two customers in any queue". Brickstream's FSM solution was deployed, to automatically and continuously monitor queue lane status, with real-time alerts automatically sent to the Tannoy system; when the 'goal' was in danger of being breached, calling additional operators forward. At first, the tannoy calls were responded to, but then ignored, with the Sales-Floor Managers keeping staff to fill shelves. Additional monitoring was added over the till positions, to monitor actual checkouts open and 'tannoy call' to effective operational availability. When this information was analysed in conjunction with the queue & service data, the results showed a significant increase in response times, substantial service improvement and staffing optimisation. Such information is now to be used locally and in staff scheduling, reducing the need to 'cannibalise' shelf-filling staff from the shop-floor at busy times.



METRICS/REPORT EXAMPLES:



Service Metric Availability:

By minute of everyday, automatically and accurately measure:

- Queue Length (Number of people in queue)
- Queue Wait Times
- Filter Children, Shopping Trolleys
- Wait Distribution
- Checkout availability and utilisation
- Service Times
- Lanes Idle
- Lanes Open
- Target Lanes Open
- Lanes Out-of-Compliance
- Till Utilisation
- Operator Efficiency and Utilisation
- Forecasted Expense Impact
- Improve resource and skills planning*

*Requires external data integration (Labour and/or EPOS)

ABOUT BRICKSTREAM®

Brickstream® offers the only comprehensive and automated solutions for measuring in-store behaviour, presence and sales-floor interaction across the customers' entire in-store journey, from door, across the floor, to queue and back to door. Clarity™ is Brickstream's unique, discreet and state-of-the-art IP-addressable, POE intelligent stereo-vision appliances that continuously captures, analyses and transforms in-store visitor activity into small packets of ready-to-use XML data

Accurately measure and understand the operational impact of arrivals/exit & conversion patterns, queues and service levels, as well as customer stops and browse times versus purchases, in order to improve the customer experience and optimise operational effectiveness, in order to drive more profitable sales growth, reduce attrition and maximise use of assets

Brickstream's intelligent video analytics appliance; Clarity, leads the market. Developed, enhanced and proven with clients for over a decade and protected by numerous patents.

Brickstream is headquartered in Atlanta, GA, USA; with European head-office in Newbury, UK and serves to support customer focused organisations such as; retailers, retail banks, airports and consumer packaged goods manufacturers; worldwide.

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