



# Using the power of AI to enhance customer experience

Spatial Insights uses existing CCTV cameras and sophisticated analytics to anonymously track customer movements and identify patterns and trends.



O<sub>2</sub>  
business



# Detailed insights into customer movement, flow and behaviour

Spatial Insights data helps to deliver better customer experience in retail stores and other public spaces through resource and space optimisation, delivery of relevant products and services and planning

“As a retail business ourselves, our number one priority is delivering the best possible in-store experience – for customers and our staff.”

**Sergio Budkin, Director of Market Development at Virgin Media O<sub>2</sub>**



## Challenges

- The pandemic has placed enormous pressure on stores, the high street and other spaces
- There's a growing need to make best use of retail and public areas
- Pressure from reduced footfall requires a clearer understanding of public behaviours
- More granular information is required to plan staffing levels and serve customers more efficiently and effectively



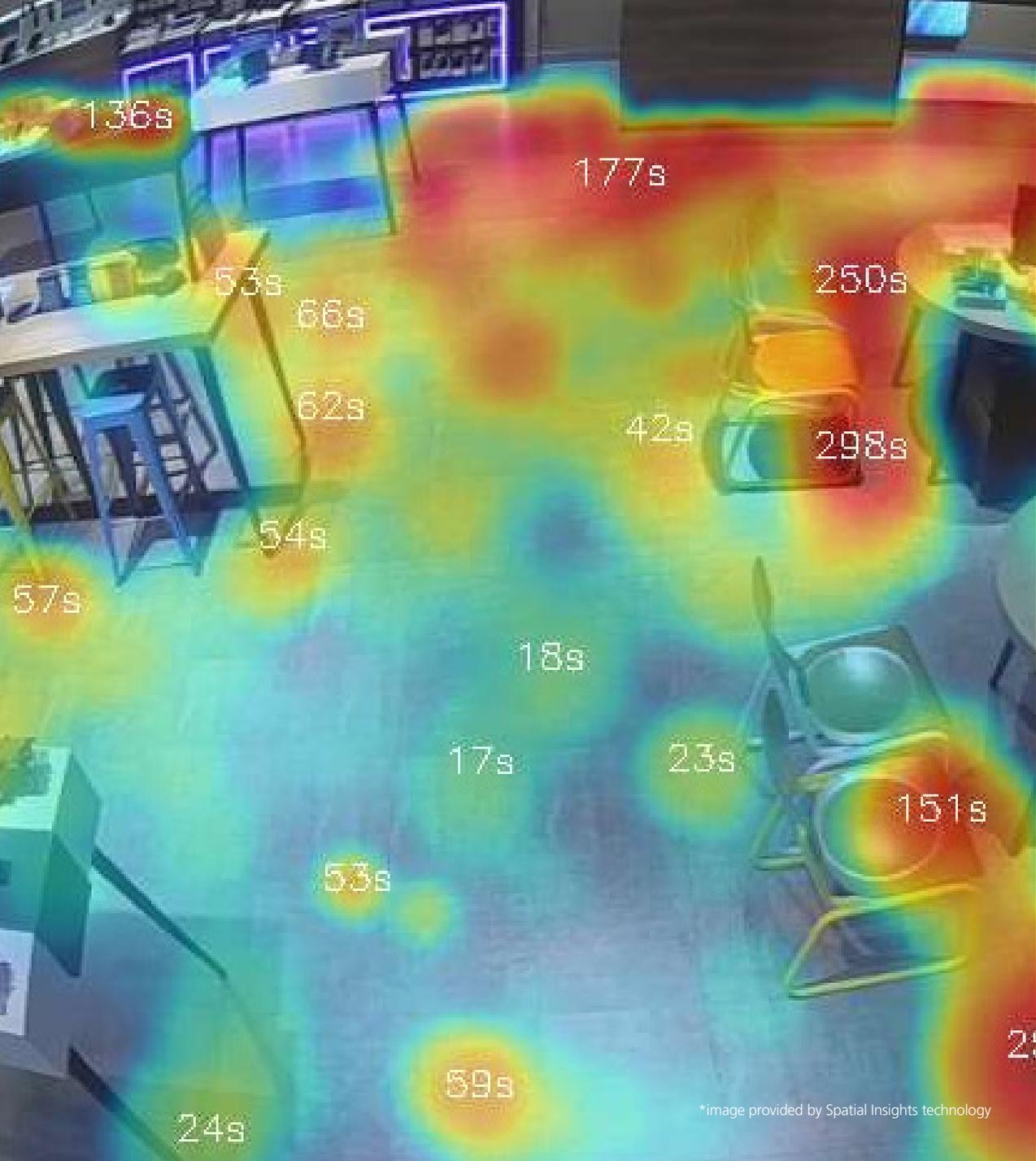
## Products

- Spatial Insights



## Benefits

- Identifies best use of store layout informed by real-time insights into customer footfall and behaviour
- Optimisation of staff workflow
- Understanding how customers interact with different products and services
- Anonymised AI-driven demographic insights give our stores a better understanding of customers, so we can offer a tailored experience
- Ability to accurately track customer engagement with, and performance of PoS, promotions and campaigns



\*image provided by Spatial Insights technology

**Spatial Insights from O<sub>2</sub> Business, in partnership with Aura Vision, uses existing CCTV cameras to anonymously record the movements of customers and visitors within defined spaces. Combined with video analytics and using artificial intelligence algorithms it can help to identify behaviour patterns around footfall, queuing, dwell times and conversion rates, leading to a range of benefits for retailers and other organisers of public spaces.**

We used the technology in a group of our own stores across the UK to explore how a better understanding of visitor behaviours could help optimise the customer experience, both at a national and individual store level. This could support future store planning and design as well as more accurately measuring the impact of new product launches and marketing campaigns.

Spatial Insights uses a single box which is installed in just a few minutes. Once calibrated, one box can process the data from up to five CCTV cameras. The results are viewed through an intuitive dashboard that provides breakdowns and analytics. Insights can be enriched further by using O<sub>2</sub> Motion's Micro Location Insights and Movement Insights, which provide anonymised data around customer catchment areas, demographic and spend profiles, and return visitors, enhancing the understanding of customers and how best to serve them.

The technology is ideal for retailers as they try to recover post-pandemic, but can also benefit transport hubs, leisure venues, offices, outdoor areas and commercial property.

## Deep in-store insights

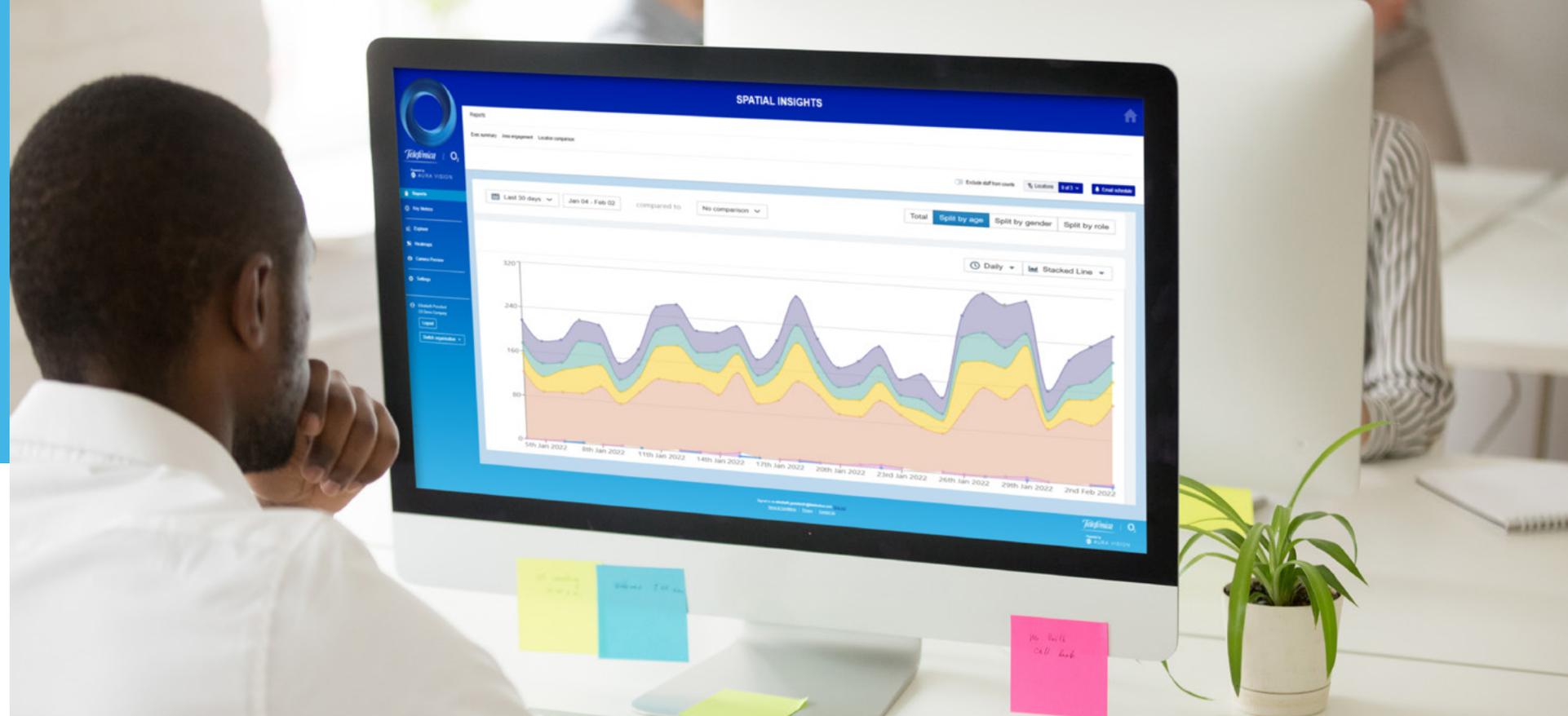
Senior managers can make informed space and capacity decisions about store layout and meeting customer needs

## Real-time customer data

The Spatial Insights dashboard provides live information, allowing managers to make instant decisions to enhance the in-store experience for staff and customers

Read more customer stories at [o2.co.uk/enterprise/insights](https://o2.co.uk/enterprise/insights)

Published in March 2022.  
All information is correct at time of going to print.  
Telefónica UK Limited Registered in England no. 1743099.  
Registered Office: 260 Bath Road, Slough, SL1 4DX  
o2\_business\_0322/068



## Enhanced customer experience

Reduced queuing, optimised layout and informed staff deployment all help customers have a better time in our stores

## Multiple uses

Spatial Insights has many applications and is now being used in local government and councils, leisure venues and transport hubs

*“The Spatial Insights is part of our ongoing effort to find cutting-edge solutions that deliver innovative experiences to enhance people’s interactions with businesses like us.”*

**Sergio Budkin, Director of Market Development at Virgin Media O<sub>2</sub>**