

INSIGHTS

Transform visitor data into actionable insights for better decision making that help you optimise operations and boost store performance.

Insights helps answer critical business questions like:

- Which stores perform best?
- Benchmark locations to identify best practices and the ones that need attention.
- Are staffing levels aligned with customer traffic?
- Use visitor trends and Power Hours to schedule staff when customers actually visit.
- Do marketing campaigns generate more visitors?
- Measure visitor traffic before, during and after promotions.
- Can management identify underperforming stores quickly?
- Receive automatic reports highlighting trends and exceptions.
- How can regional managers compare performance?
- Standardised reports provide objective comparisons across all stores.



Seamless integration of data

Export data in multiple file formats for seamless integration with software applications such as Power BI, Python, Excel, and ERP systems.



XLS



PDF



JSON



CSV

Data integration

Generated information and reports can be viewed directly or you can choose to export data in various file formats, such as .pdf, .xls, .json and .csv. This enables seamless integration with applications such as Power BI, Python, Excel and ERP systems.

Reports

To support your decision making and optimize store operations, various reports are available:

- Visitor Trends
- Store Comparison
- Regional Performance
- Best & Worst Performing Stores
- Power Hours
- Alarm Reports



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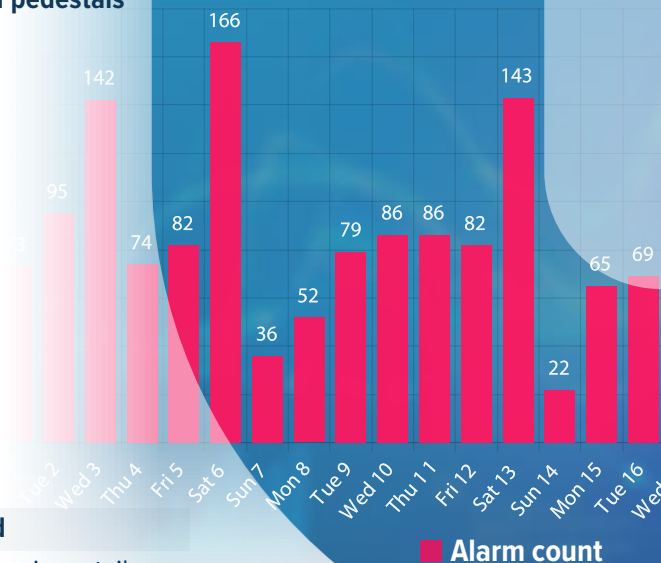
With Insights you are able to turn Cross Point sensors, deactivators and pedestals into valuable sources of information to optimize store performance.

Business benefits

- Improve workforce planning
- Benchmark stores objectively
- Reduce manual reporting
- Support data-driven decisions
- Increase operational efficiency
- Deliver consistent reporting across the organisation

License options

Features	Bronze	Silver	Gold
Best suited for	Standard reporting	Growing retailers	Enterprise retailers
Management reports	✓	✓	✓
Excel reports	Limited	✓	✓
Advanced export formats		✓	✓
Power Hours		-	✓
Advanced analytics		Limited	✓



Providing peace of mind

Reliable Dutch-engineered store intelligence solutions, shaped by 30 years of worldwide retail expertise.

Why Cross Point?

- Dutch-engineered technology you can rely on
- 30 years of retail expertise, built into every solution
- Effortlessly scalable from one store to global retail operations
- A proven international network that offers reliable local support.
- Lower service costs through Remote Services
- 24/7 technical support available for complete peace of mind
- Trusted by leading retailers and brands around the world:

JACK&JONES

SAMSUNG

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Polo by Ralph Lauren



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