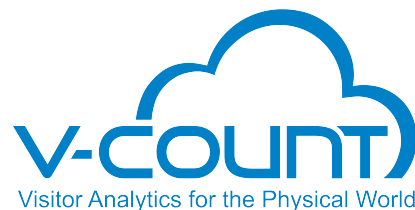


CASE STUDY



Business Situation

JackRabbit is a US-based retailer that specializes in athletic apparel, footwear, and accessories. The company runs an integrated omnichannel system, combining its brick-and-mortar locations with an online store. With 180+ stores spread across 17 American states and revenues exceeding \$150 million in 2019 Q4, JackRabbit is one of the fastest-growing sporting goods companies in the United States.

By providing training programs and free fitting services, JackRabbit can connect with its customers on a personal level and maximize its multi-channel strategy. The company's ultimate goal is to build a community of people that are passionate about keeping an active lifestyle. To do this, effective customer analytics solutions are needed.

V-Count was brought in to overhaul the legacy people counting and visitor analytics system at 58 JackRabbit stores. They were tasked with providing newer technological tools, installing a dashboard that integrates seamlessly with POS data, and facilitating real-time traffic monitoring and reporting in all stores.

Challenge

Due, in part, to its omnichannel approach, JackRabbit has been able to create a high-touch selling environment in its stores. Before customers walk into a store, many of them interact with JackRabbit's products via the company's secondary channels. This should typically lead to a significant increase in conversion rate, but this was not the case at JackRabbit.

Firstly, their old analytics system could not integrate effectively with sales data, making it difficult to track and report conversion rates accurately. Secondly, data is not transmitted in real-time; this affected managers' ability to stay on top of happenings in their store and take pro-active steps. This also impeded the regular collation of reports, and JackRabbit could not benchmark store performance as needed.

Dan Pinter, the Sr. Director Of Operations at JackRabbit said, **"...we depend a lot on traffic data to optimize operations in our stores. Without accurate data, we cannot evaluate major performance indicators and assess how they change weekly, monthly, and yearly."**

The legacy system in place prevented the timely reporting of in-store analytics. This, in turn, impacted JackRabbit's capacity to implement strategies that improve the conversion rate and boost sales/revenue. For sustained future growth, the company needed to update its data analysis and reporting software. V-Count, the leading provider of retail analytics technology, was contracted to oversee this upgrade.

“ *The new system from V-Count provides real-time access to customer analytics, and the Business Intelligence dashboard integrates sales data seamlessly. Since the upgrade was completed, we have been able to optimize in-store operations.*

Dan Pinter, Sr. Director of Operations

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CASE STUDY



Solution

V-Count's suite of retail technologies includes People Counting software and a Business Intelligence Platform for accurate reporting. By leveraging these solutions, **JackRabbit was able to monitor customer traffic more effectively.** Data from people counters were analyzed to gain more in-depth insight into the sales potential of each store and, subsequently, evaluate performance at individual locations.

The analytics system also tracked customer behavior and staff efficiency in JackRabbit's high-touch environments, **providing analytics that was used to optimize in-store operations.**

V-Count's Business Intelligence Platform made real-time access to traffic data possible, and it facilitated easy integration with POS data. This is important for JackRabbit because the retailer needed immediate access to customer analytics. Real-time monitoring meant that stores could be more proactive, resolving inconveniences before they became big problems. Furthermore, **the data could be incorporated into progress reports, allowing JackRabbit to compare how each store's KPIs (e.g., visitor footfall, customer conversion, overall sales, etc.) changed with time.**

Since adopting V-Count's technologies in 58 locations, JackRabbit's business reporting became more effective. **The sporting goods retailer can now evaluate performance on a daily, monthly, or yearly basis across its locations.** Staff scheduling has also been optimized, and in-store issues are being handled before they escalate. **This has led to an increase in conversion rate across all stores.**

Moving forward, JackRabbit will work towards replicating strategies that have proven effective at high-performing locations for others that are not doing as well. Furthermore, plans are in place to adopt V-Count's solutions for 75 more JackRabbit stores.

Have questions? Send us an email at sales@v-count.com



is the leading provider of visitor analytics solutions in the world. We offer global organizations the latest in people counting, heatmap, queue management, demographic analysis, staff exclusion and business intelligence platform. Our solutions are backed by a secure cloud-based business intelligence platform that leverages best-in-class AI and machine learning tools to analyze collected data.

We provide our clients with actionable reports and software-based recommendations on how customers behave in their physical locations. We offer them insights on how to optimize their business operations, boost conversion rates, and thereby, start increasing profits just in 30 days. V-count is the trusted technology partner of over 800 global brands including Samsonite, Samsung, Sephora, Marks & Spencer, Ford Motors, Vodafone, Bosch Siemens.

For more information on how V-Count can boost your business
please visit us at: www.v-count.com