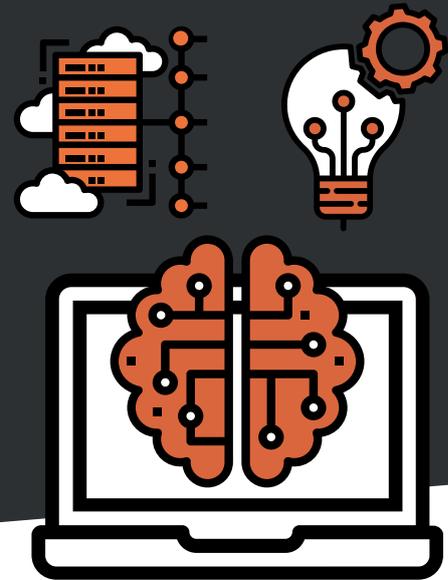


Connect the dots in your customer data journey leveraging video and machine learning



Servian have a wealth of experience helping our customers understand, get valuable insights, and make their data actionable.

Using Amazon Computer Vision, Servian can integrate with your existing CCTV footage to help you uncover customer insights on their journey throughout the retail store.

Servian will help you:

- Integrate Amazon Sagemaker, Panorama and Rekognition into your retail store environment
- Push relevant events to Amazon Web Services
- Analyse the results and provide insights
- Conduct a test and learn approach

In just 8 weeks, Servian can help you deploy a Pilot AWS environment. We will work with you identify a customer journey throughout the store and obtain insights.

You will need to provide us with relevant information such as points of entry and engagement zones you like to see this. From here, we analyse the data as well as tune any ML models required.

After running the Pilot, we will analyse the results of your Pilot to see any uplift in customer journey behaviour, such as average handling time or engagement in particular areas of the store.

Easy 3–Steps: Unbox, Connect, Run



Improve your operations with computer vision at the edge

Amazon Computer Vision can increase flexibility and allow organisations to deploy readily to any location.

Benefits:

- Lower latency as computation is happening at the edge
- Lower costs with reduced data transfer
- Enable computer vision in limited connectivity locations
- Addresses data privacy and governance concerns
- Fast Deployment as the appliance is preconfigured

How to get started

01

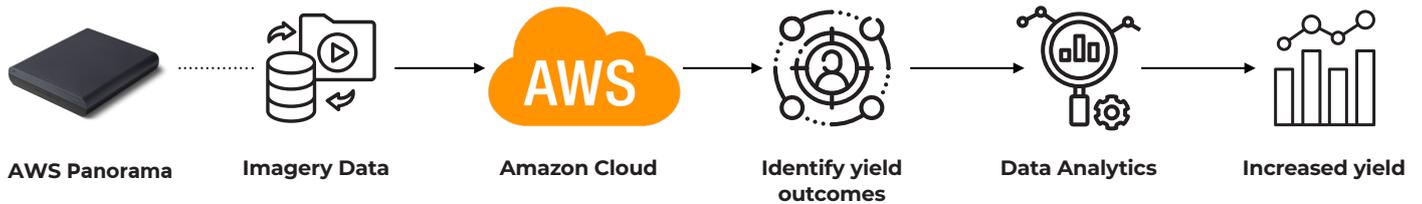
Provide us access to the relevant CCTV video footage

02

Access to site and staff to understand store layout and where there could be areas of interest

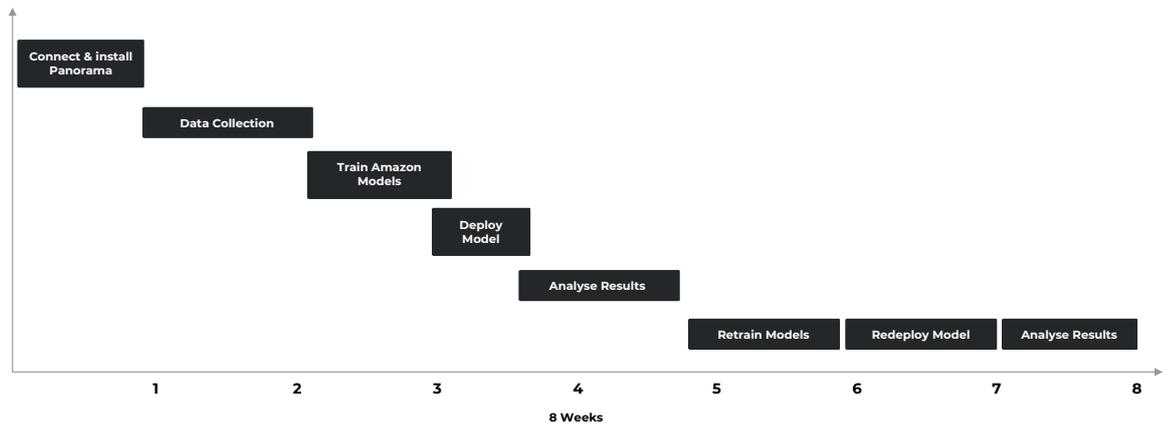
03

From here, we analyse the footage and provide results after the Pilot on the journey of customers within the store



What will the 8 weeks look like?

Servian runs a workstream to integrate Panorama into your store and train a model on your existing CCTV footage data.



What will you gain?



Engagement insights on staff with customers



A better understanding of customers doing 'abandoned cart' moments in the store



Understanding of how to improve customer service by reducing average wait time



Uncover areas of interest in the store

What's included:



1 store integrated to observe customer behaviour in store



Up to 5 events integrated in the Pilot



Max 5 weeks to run / analyse the results



1 custom trained computer vision model

Get in touch for more information on how we can help you gain a competitive advantage through data.

<https://www.servian.com/svn-aws-computervision-contact-us/>