



Simplify and Automate Occupancy Tracking with RetailNext

The RetailNext app collects real-time occupancy data through a series of sensors and technology at your location. From your Wi-Fi and Bluetooth devices to video cameras and sensors, the technology is constantly gauging how many people are in your store at any given time. When integrated into the Raydiant dashboard, this allows real-time data to be displayed on your Raydiant screens for both staff and customers to monitor. Truly, "smart" occupancy tracking at its finest.



 **CATEGORY**
Retail Technology

 **FEATURES**
In-location Occupancy Tracking

 **SUBSCRIPTION REQUIREMENTS**
Raydiant Subscription;
RetailNext Subscription



Pricing **FREE**

REASSURE CUSTOMERS AND STAFF WITH OCCUPANCY VISIBILITY

Limiting your store's occupancy allows for adequate social distancing and an overall safer environment for customers and employees. Retailers that create this sense of security for their customers enjoy more sales and more foot traffic as a result. And it's an especially important step in encouraging still-reluctant customers to return to our brick and mortars. Knowing they can expect you to stringently follow public health and safety protocols like these helps them build trust in your brand.

UTILIZE STAFF FOR CUSTOMER SERVICE INSTEAD OF HEAD COUNTING

As you limit your occupancy, you're likely also limiting in-store staff. So why waste your best workers at your doors when you can automate customer tracking? Let RetailNext work for you, while your team focuses on greeting and checking out customers and finishing back-of-house tasks. Plus, you can use your occupancy data logs to project high- and low-volume times, and plan staffing accordingly.

PROVIDE CLEAR DIRECTION TO CUSTOMERS AT YOUR DOOR

Direct your customers with welcoming signage that lets them know when to enter and when to wait. RetailNext automatically calculates and feeds the current occupancy level to your Raydiant screen, changing the on-screen message accordingly. When you're under or near capacity, your Raydiant screens will read "Please come in." When you're at capacity, the message will switch to "Please wait," with a secondary message telling them you appreciate their patience as you follow safety guidelines.

ACCESS REAL-TIME OCCUPANCY DATA FROM ANY DEVICE

As part of Raydiant's cloud-based platform, the RetailNext app is accessible from any device with internet. Simply log into the Raydiant dashboard—whether you're at work, home, or elsewhere—to check your store's occupancy level in real time. You can also access backlogs of occupancy data, along with Raydiant's entire app library, allowing you to control all your in-store screens and content from one central location.