

A high-angle, blurred photograph of a busy shopping mall. People are walking in various directions, creating a sense of motion. The floor is light-colored with dark grey and tan geometric patterns. The overall atmosphere is bright and active.

Quality Analytics for the Walking World

Connected Retail by Foot Analytics

Success Cases



We have helped **Casa Viva**, a leading home decoration and household products brand in Spain, **enhance its in-store customer experience** and **increase its sales conversion**

Context

While revamping its stores and performing a rebranding process, Casa Viva decided to look for a solution that could (i) measure the in-store customer experience (CX) in a continuous and reliable way, and (ii) help its sales teams improve their customer service levels. Following this, Foot Analytics leapt into action to help Casa Viva redefine its CX.

Action

Two action plans were deployed: (i) Bounce Rate (after detecting that 20+% of visitors abandoned the store in <5 minutes, a commercial plan was activated [“In-store Welcome”] for all visitors); (ii) Omnichannel Approach (the customer database was fed with new in-store CX insights, and new tailored online communications were activated based on this data).

Results

Four months after implementing the first action plan, Casa Viva’s bounce rate decreased by 2 p.p. (to 13%), and the average visit duration increased by 2.8 minutes. Parallely, 30% of in-store visits that did not translate into a purchase were identified, enabling personalized online campaigns that increased the overall conversion rate by 1.7 p.p.



By partnering with us, FC Barcelona gained a deeper understanding of **FCB Megastore's¹ customer journey**, redefining its operations to **increase store dwell time and drive sales**

Context

Following a successful project with FC Barcelona (FCB) whose focus was to understand fan behaviors inside the stadium during match days, Foot Analytics deployed its solution in the stadium's ancillary services (FCB-Nike Megastore, FCB museum, etc.) in order to capture richer insights regarding FCB's customer journey, particularly during non-match days.

Action

Customer profiles were segmented according to where they accessed the store and their behaviors inside: on non-match days, 40% of the store's traffic were museum visitors, and 30% of them spent <3 minutes inside. It was proved that the museum tour was too long - many guided tourists did not have time to visit the store as the bus was waiting for them.

Results

After redefining the operations and logistics behind the museum visit (with the museum tour guides), the average "post-museum" store visit was increased by more than 4 minutes in terms of dwell time and the volume of short visits fell from 30% to 17%. It is estimated that the impact on sales conversion during non-match days was more than 3 p.p.



1 – With 2000+ m² spread over 4 floors, FCB Megastore receives more than 3M+ visitors a year (2nd most visited Nike store in the world after Nike Store NYC in 5th Avenue)

Information and contacts:



Miquel Gumma
CEO & Co-founder

E-mail: miquel.gumma@footanalytics.com

Mobile: +34 610 516 149

LinkedIn: [Miquel Gumma](#)



www.footanalytics.com

