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F A C E S

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## ID-TARGET USE CASES

**The Id-Target system is a software product for biometric identification based on face image recognition developed to increase the level of service, loyalty, and security in the field of retail stores.**

The Id-Target system has been developed to provide an efficient and personalized interaction between the sales assistant and the buyer, increase consumer loyalty, expand the capabilities of sales departments to increase the average purchase size, as well as to solve the tasks of security services to prevent theft and reduce losses from theft.

### WHAT ARE THE KEY BENEFITS OF THE SOLUTION FOR THE USER?

- Instant identification of VIP clients at the entrance of the retail store to maintain a high level of service and increase customers' loyalty.
- Personal approach between the sales assistant and the buyer interaction to increase sales conversion and the average purchase size.
- An effective mechanism for analyzing and evaluating the results of the interaction between the sales assistant and the buyer, as well as the strict quality control of services provided.
- Digital signage. Displaying advertising content for a specific customer based on their purchase history, age, or gender.
- Collecting information about store visitors to analyze the target audience and evaluate the effectiveness of advertising campaigns.
- The system offers a convenient way to grant privileges to regular customers without using plastic cards.
- It provides instant identification of unwanted visitors at the store entrance or on its territory to prevent theft and reduce financial losses from theft.



### IMPLEMENTATION PROCESS TAKES

**IN JUST 20 MINUTES** YOU GET A READY-TO-USE PRODUCT WITH A SET OF USEFUL AND CONVENIENT FEATURES

The Id-Target system can be easily installed on the customer's infrastructure and has flexible capabilities for working in geographically distributed networks. The solution is connected to cameras that provide biometric identification based on the recognition of the facial image. The solution has a separate and modern interface with a wide range of functions and features.

### Instant identification of the customer

The face of the customer can be easily detected and identified by using on-site cameras installed at the shop entrance, which allows the sales assistant to promptly obtain advice and information about targeted offers from the CRM system with the statistics of their previous purchases. They can make a personalized offer that meets the customer's preferences, increases the average customer receipt, the quality of the seller-buyer interaction, and the sales conversion rate.

### Analysis of the sales assistant's performance

Based on the results of client identification, the CRM system sends a request to a sales assistant with the necessary knowledge and skill level. With this approach, the sales department receives detailed information about the results of personalized communication. This helps to create an individual rating of the sales assistant to improve the quality of service and increase the size of the average receipt.

### Targeted advertising content and digital signage

Using the solution, one can configure the targeted output of personalized Digital Signage advertising content. This feature draws the attention of the targeted audience, as well as helps sales assistants to deeply interact with customers using targeted advertising that considers preferences and purchase history. You can display individual messages to clients by segmenting them according to the desired criteria. The customer approaches the digital screen in the store, our solution recognizes them, and the CRM system determines the group of their interests and gives the command to display personalized content.

### Statistics collection on customers

Information about store users is processed in the solution aiming at generating demographic statistics and detailing data about the target audience. The dynamics of data changes can be used to evaluate the effectiveness of advertising campaigns. In addition, the solution shows statistics of repeated visits of customers, which allows one to evaluate the effectiveness of sales staff and increase the number of repeat sales.

The data processing in Id-Target involves the identification and registration of all users. Therefore, the Id-Target system is a ready-made tool for getting information about users and generating reports, for example:

- The gender and age statistics report help you to learn more about the store's target audience and its dynamics.
- The report on the store's busy hours allows you to determine the necessary number of sales assistants on the sales floor to provide quality service.
- The visit report provides data on the number of repeated, regular, or VIP customers over the required time period to analyze the dynamics of changes in the number of loyal customers.
- The report on unique visitors provides information about the number of customers, who visit the store, excluding repeated visits, which makes it possible to analyze the percentage of those who did not return for one reason or another.

### Countermeasures against theft

Visitors who commit illegal actions at a retail outlet are registered in a separate list of the system, which is called the stop list. The fact that such visitors are identified at the entrance or within the shopping area is the subject of close attention by security staff to prevent illegal actions and minimize possible damage. The centralized database allows you to promptly notify the security service when a person from the stop list is detected in any of the chain's stores. The information about visitors is saved in the long-term archive of the system, which provides a quick automatic search of the person of interest throughout the trading network when investigating security incidents.

### Loyalty program without the card

Most retail chains provide mechanisms for confirming the identity of a loyalty program participant by card or a mobile phone. However, this tool is not always convenient. Customers tend to forget their cards, and the absence of a phone or a bad signal from a mobile operator makes it difficult or impossible to get the privilege provided by the loyalty program. The biometric loyalty system excludes such cases, since the solution stores all information about the customer's loyalty program, discounts, and bonuses. An important advantage of the biometric loyalty system is the rapid accumulation of customer database and its constant updating.

### Mobile application

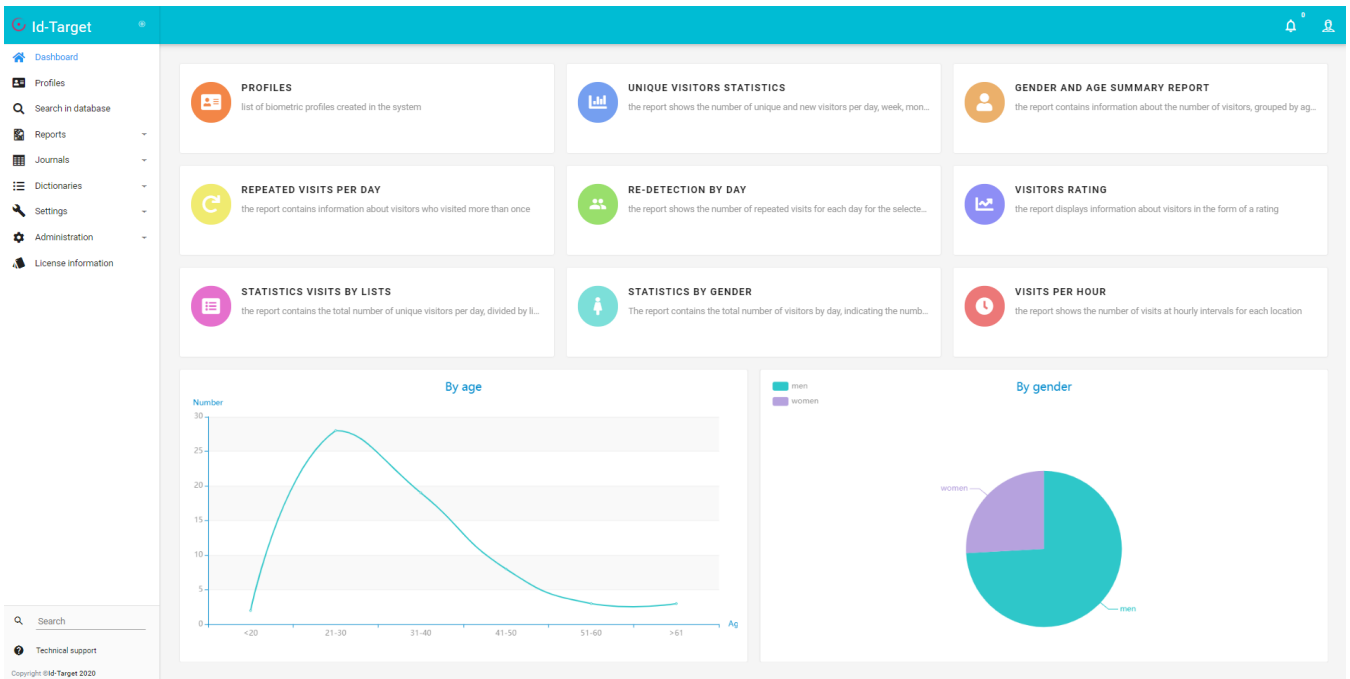
The Id-Target mobile app allows you to send information about events to employees of the retail store or security service.

### Open API

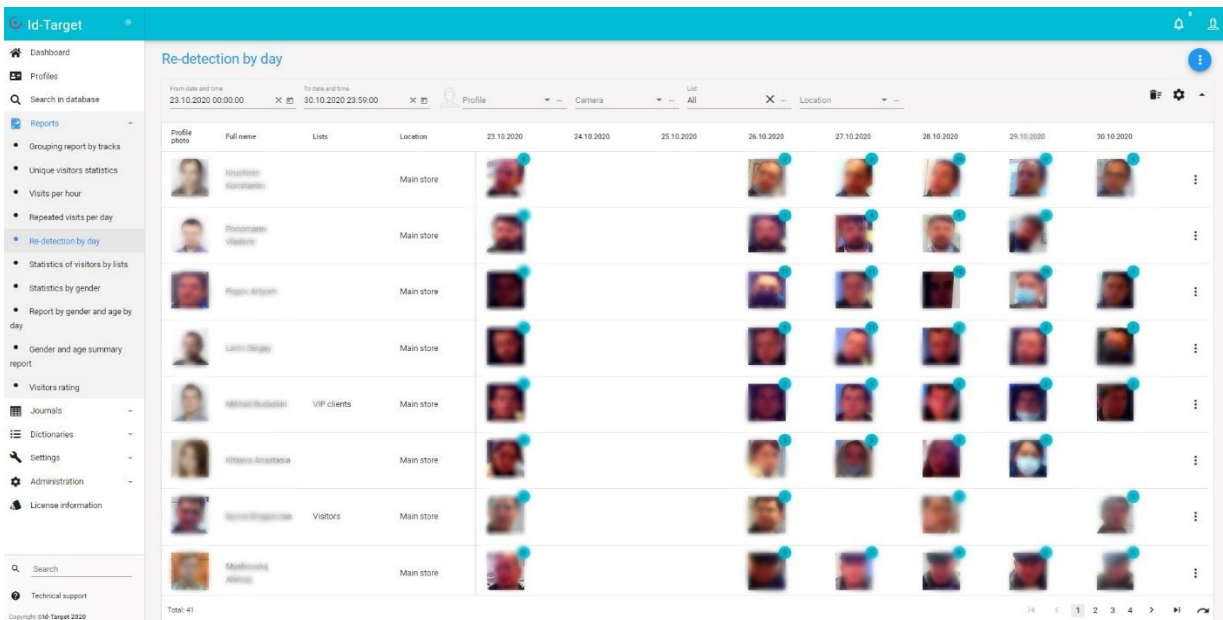
Simple and full-featured integration of the Id-Target system with external information systems is available thanks to the open API

## EXAMPLE OF THE ID-TARGET INTERFACE

### Id-Target desktop mode



### Re-detection by day



# Statistics by gender

Id-Target
🔔 🔍

- 🏠 Dashboard
- 👤 Profiles
- 🔍 Search in database
- 📊 Reports
  - Grouping report by tracks
  - Unique visitors statistics
  - Visits per hour
  - Repeated visits per day
  - Re-detection by day
  - Statistics of visitors by lists
  - **Statistics by gender**
  - Report by gender and age by day
  - Gender and age summary report
  - Visitors rating
- 📅 Journals
- 📖 Dictionaries
- ⚙️ Settings
- 🛠️ Administration
- 📄 License information

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### Statistics by gender

From date and time  To date and time  Location

Date	Location	Number of unique visitors	Number of male visitors	Number of female visitors
<b>Total</b>		<b>621</b>	<b>305</b>	<b>276</b>
30.10.2020	Main store	57	30	24
29.10.2020	Main store	102	51	44
28.10.2020	Main store	104	52	45
27.10.2020	Main store	109	54	47
26.10.2020	Main store	135	72	57
25.10.2020	Main store	7	0	7
23.10.2020	Main store	107	46	52

Total: 7

# Profile database

Id-Target
🔔 🔍

- 🏠 Dashboard
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- 🔍 Search in database
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### Profiles

Profile search  Portraits in profile  Profile activity  To date and time

Search by photo

Full name	Gender	Age	Phone number	Email	In lists	Active	Date and time	External ID
<span style="font-size: 8px;">Yudhanan-Maria</span>	F	24	+7 (888) 888-88-88	mari@bk.ru	VIP clients	☑	14.09.2020 16:01:07	⋮
<span style="font-size: 8px;">Shubin-Andrey</span>	M	33	+7 (777) 777-77-77	andrey@bk.ru	VIP clients	☑	14.09.2020 16:01:06	⋮
<span style="font-size: 8px;">Shubin-Andrey</span>	M	37	+7 (922) 222-22-22	andrei@bk.ru	Visitors	☑	14.09.2020 16:01:05	⋮
<span style="font-size: 8px;">Shulev-Glaniislav</span>	M	27	+7 (946) 576-76-76	stas@bk.ru	Stop list	☑	14.09.2020 16:01:03	⋮
<span style="font-size: 8px;">Shubin-Sergey</span>	M	35	+7 (545) 667-46-46	sergey@bk.ru	All clients	☑	14.09.2020 16:01:01	⋮

Total: 96

# LOW PRICE RETAIL STORES PER UNIT OF GOODS (FMCG, GROCERY, CONVENIENT STORES)

- Instantly identify users from the stop list when they enter a store or a trading floor to prevent theft.
- Get statistics on the gender and age of users.
- Get statistics on the number of unique users without repeated visits.
- Get statistics on repeated visits and their frequency.
- Organize the loyalty program without using the card.

## USE-CASE:

Business processes in grocery and hardware stores are set up for self-service and keep the interaction between the sales assistant and the client to a minimum. That is why the tools for personalized deals and up-sales in such stores are ineffective. The increase in profitability and the number of sales of the store are achieved by using discount programs and successful merchandising.

- Surveillance cameras connection to the Id-Target system at the store's entrance allows you to identify a user from the stop list here and now. If an unwanted user is detected, the Id-Target system will immediately notify the security service to take prompt action. Awareness of the security service and timely measures taken can prevent theft and financial losses of the store. Maintaining a single centralized stop list allows you to be informed about the appearance of an unwanted visitor in any of the stores in the chain.
- While operating, Id-Target performs the identification and registration of all users' data. Therefore, Id-Target is an effective tool for getting information about users and generating various reports, for example:
  - The gender and age statistics report helps you study the store's target audience and its dynamics in more detailed way, as well as assess the impact of advertising companies on the target audience.
  - The report on store visits provides data on the number of repeated visits over the required time period to observe the changes in loyal customers visits
  - The unique visitor's report provides information about the number of customers, who visit the store, excluding repeated visits, which makes it possible to analyze the percentage of those who did not return for one reason or another.
- By using Id-Target features in the loyalty program one can increase the speed and convenience of customer service at the checkout. The customer does not need to spend time searching for a card left at home or use a mobile phone to get the privilege. Id-Target identifies the customer at the checkout and sends information about them to the loyalty program.

# AVERAGE PRICE RETAIL STORES (PERFUME AND COSMETICS CHAINS, CLOTHING, FOOTWEAR, ELECTRONIC GOODS, AND SERVICES)

- Instantly identify customers from the VIP list when they enter the store or the mall.
- Use the tools and features to offer recommended sales.
- Instantly identify users from the stop list when they enter a store or a trading floor to prevent theft.
- Get statistics on the gender and age of users.
- Get statistics on the number of unique users without repeated visits.
- Get statistics on repeated visits and their frequency.
- Organize the loyalty program without using the card.
- Provide targeted output and distribution of Digital Signage advertising content.

## USE-CASE:

Customer satisfaction and the service level play a key role since the same product or service can be purchased in different places at a similar cost. It is important to pay due attention to regular and loyal customers, especially when the store has a huge number of visitors. The customer's face can be easily detected and identified by using on-site cameras installed at the entrance of the shop, which allows the sales assistants to promptly get advice and information about targeted offers from the CRM with the statistics of their previous purchases. A personalized offer that meets the customer's preferences increases loyalty and the quality of the seller-buyer interaction. Based on the results of client identification, the CRM can send a request to a sales assistant with the necessary knowledge and skill level. With this approach, the sales department receives detailed information about the results of personalized communication and can form an individual rating of the sales assistant to improve the quality of service and increase the average purchase size.

- By connecting CCTV cameras to the Id-Target system, one can identify customers «from the doorstep», as well as get information about a specific list membership, and send recommendations with address offers. Such an efficient approach allows you to effectively build communication between the sales assistant and the buyer. If there is customer segmentation in the CRM integrated with Id-Target, the sales assistant receives notifications about available products or services that meet the needs of this client. This allows the brand to flexibly change priorities and methods of customer service, and get detailed information about the results of each customer interaction.
- In addition to clients, Id-Target allows one to identify users from the stop list. If an unwanted user is detected, the Id-Target system will immediately notify the security service to take prompt action. Awareness of the security service and timely measures taken can prevent theft and financial losses of the store. Maintaining a single centralized stop list allows you to be informed about the appearance of an unwanted visitor in any of the stores in the chain.
- During the process of operation, Id-Target performs the identification and registration of all users' data. Therefore, Id-Target is an effective tool for getting information about users and generating various reports, for example:
- The gender and age statistics report helps you study the store's target audience and its dynamics in a more detailed way, as well as assess the impact of advertising companies on the target audience.
- The report on store visits provides data on the number of repeated visits over the required time period to observe the changes in loyal customers visits
- The report on the store's busy hours allows one to determine the necessary number of sales assistants on the sales floor to provide quality service.
- The unique visitors' report provides information about the number of customers, who visit the store, excluding repeated visits, which makes it possible to analyze the percentage of those who did not return for one reason or another.

- By using Id-Target features in the loyalty system one can increase the speed and convenience of customer service at the checkout. To get the privilege, the customer does not need to spend time searching for a card left at home or use a mobile phone. Id-Target identifies the customer at the checkout and sends information about them to the loyalty program.
- If you use self-service terminals or interactive kiosks in the store, the solution will allow you to identify the customer and determine their demographic data for displaying personal offers on the screen.
- Increase the effectiveness of advertising by showing targeted advertising content to customers. The customer approaches the digital screen in the store, while Id-Target recognizes them, and the CRM determines their interests and gives the command to display targeted content. By using the solution, one can configure the address output of personalized Digital Signage advertising content. Such approach draws attention of the target audience, as well as helps sales assistants to interact with customers at a deeper level using targeted advertising that considering preferences and purchase history.

# HIGH PRICE RETAIL STORES

## (CAR DEALERS, JEWELRY STORES, CLOTHING AND WINE BOUTIQUES, REAL ESTATE SALES OFFICES)

- Instantly identify customers from the VIP list when they enter the store or the sales point.
- Instantly inform about the repeated visit of the customer.
- Use the tools and features to offer "recommended sales".
- Instantly identify users from the stop list entering a store or a trading floor to prevent theft.
- Get statistics on the gender and age of users.
- Get statistics on the number of unique users without repeated visits.
- Get statistics on repeated visits and their frequency.
- Provide targeted output and distribution of Digital Signage advertising content.

### USE-CASE:

Stores with high prices should provide a high-quality interaction between the sales assistant and the client. The service should provide an individual approach, by understanding the psychology of customer behavior and even knowing customers' names and sales technologies. The more expensive is the product, the lower is the customer traffic and the higher is the amount of time for interaction between the sales assistant and the client. The quality of this interaction directly affects loyalty and the ability to increase the average purchase size.

- It is extremely important to notify the sales assistant about the client's repeated visit to the store or sales office. This is a significant part of the client's readiness to make a purchase, which requires increased attention of the sales assistant. The Id-Target system allows you to instantly inform the sales assistant about the repeated visit of the client, so that the sales department could get detailed information on the results of repeated communication.
- By connecting CCTV cameras to the Id-Target system, one can identify VIP clients from the doorway and promptly provide the sales assistant with recommendations on unique offers that best meet the needs and requirements of a particular client.
- One can get detailed information on the results of communication between a particular sales assistant and a client, analyzing the results of interaction to improve the quality of service and customer loyalty.
- Besides, Id-Target allows one to identify users from the stop list. If such customer is detected, the Id-Target system will immediately notify the security service to take prompt action.
- While operating, Id-Target performs the identification and registration of all users' data. Therefore, Id-Target is an effective tool for getting information about users and generating various reports, for example:
  - The gender and age statistics report helps you study the store's target audience and its dynamics in a more detailed way, as well as assess the impact of advertising companies on the target audience.
  - The report on store visits provides data on the number of repeated visits over the required time period to view the dynamics of changes in loyal customers
  - The report on unique visitors provides information about the number of customers, who visit the store, excluding repeated visits, which makes it possible to analyze the percentage of those who did not return for one reason or another.
- Increase the effectiveness of advertising by showing targeted advertising content to customers. The customer approaches the digital screen in the store or the sales office, while Id-Target recognizes them, and the CRM determines the group of their interests and gives the command to display targeted content. By using the system one can configure the targeted output and distribution of Digital Signage advertising content, attract more attention of the target audience, and interact with customers at a deeper level by using targeted advertising that considering preferences and purchase history.



## LICENSING SCHEME

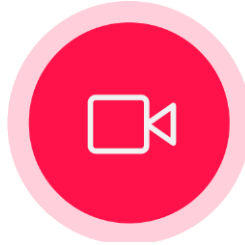
The **Id-Target** system is a complete software product and it's distributed by transferring electronic license keys. Such keys are required for the central element of the Id-Target system, as well as for information sources.

### Profile database



License for the Id-Target system core element with the biometric database

### Source for obtaining biometric data



License to connect a video camera

### Support service



1. Dealing with abnormal situations during the Id-Target system operation
2. Timely updates and documentation
3. Consulting on configuring and changing the configuration