



## CASE STUDY

# Prism Helps CU Book Store Increase Sales and Improve the Customer Experience

The CU Book Store offers the largest custom selection of official CU insignia clothing in Boulder County. Along with its large textbook department, the 23,838 sq. ft. bookstore offers custom published materials and required course supplies, making it the campus' go-to resource for the school's 30,000-plus students.

In order to optimize its space, the CU Book Store deployed Prism to better understand how customers experience their store. In just minutes, Prism's software connected with 16 cameras on the CU Book Store's existing video infrastructure, and gave the bookstore remote visual access and powerful insight into their business.

### A/B Testing Merchandise and Product Assortment

Prism's data visualizations and traffic heatmaps has enabled the CU Book Store to improve store design and increase sales. With floor layouts being rearranged a few times a month, CU Book Store compares the impact of their changes to make smarter business decisions over time.

Chris Gotski, Associate Director, stated "the heat mapping and traffic flow capabilities of the Prism solution have allowed us to re-position product and displays resulting in a 2% - 3% increase in product sales within the first three months of use."

"The accurate traffic counts, in conjunction with our historical sales data, have really helped us tighten up our scheduling to ensure our staffing levels are appropriate and deployed in a timely manner as well", said Gotski.

### Improving Employee Productivity

Jessica Carlsen, Merchandising and Sales Manager, relies on Prism's remote visual access to ensure employee productivity. Carlsen's office is detached from the retail sales floor in the bookstore, so with Prism's help, she can make sure her employees are performing their best without being physically present.

On one occasion, a manager brought a rolling rack of new merchandise onto the sales floor. After about an hour had passed, the manager used both the visual access feature as well as heatmapping to confirm whether the merchandise had been put out. Noticing that the rack was still on the floor, the manager was able to quickly use the insight for actionable change.

"It's a comforting way for me to keep an eye on store happenings," said Carlsen. "I've definitely noticed an increase in worker productivity - especially student employees - once we got Prism in place. "

## Identifying Trends and Measuring Conversion

Prism's accurate, any-camera counting solution trumped the bookstore's existing door counting system. Newly equipped with a more reliable traffic counter, the CU Book Store was able to identify customer footfall trends and calculate conversion with Prism.

"We were able to confirm with a much higher level of accuracy that overall traffic in October was significantly higher than in the month of November," said Carlsen. "Saturdays in October were blowouts primarily due to Homecoming and other sporting events, but traffic counts and flow now became much clearer to us"

At the close of each day, someone on the CU Book Store team pulls the previous day's count data to quickly calculate conversion. These traffic numbers are compared to overall sales data to understand the store's effectiveness at converting incoming, daily traffic. The Prism solution allowed them to calculate these conversion rates much more quickly and accurately than in the past.

