

Wiseye System Enhances Super-Pharm Customer

Experience

Shorter Point-of-sale Queues and Immediate Automatic Response to Queue Build-up Turn

Customers into Frequent Buyers

**Application**

Point-of-Sale Queue Management

**Challenge**

To provide reliable automatic alerts on queue build- up

**Solution**

Combining accurate video analysis with multiple additional sources like the Point-of-Sales registration

in order to produce accurate queue build-up alerts

**Benefits**

 Allows store managers to automatically and efficiently manage the number of operational points-of-sales and employees

 Better customer experience - decreases point-of-

sale overload up to 50%

 Over 92% accuracy & under 7% false alarms

 Mature solution already installed for 2 years in the chain.

 Planning Tool for POS Purchasing

Super-Pharm is the largest, leading drugstore chain in Israel. The company was founded by the Koffler family in 1978, and today comprises 190 branches nationwide – from Kiryat Shmona in the north to Eilat in the south, offering the widest possible range of medication, health products, vitamins, cosmetics, toiletries and baby products. In 2012, the company’s income totaled over $1.26 billion, including international activities. In the early 2000’s, perceiving that the unique concept of the chain would suit the needs of customers in other countries, Super-Pharm took its first steps outside of Israel.

In 2001, the chain opened the first stores in Poland, growing to more than

42 branches reaching an income of $200 million in 2012.

Wiseye assists Super-Pharm with its ongoing challenge to upgrade customer service. The ability to respond immediately and automatically to a queue is phenomenal



**Mr. Richard Graundland Customer service manager at Super-Pharm**

We use “undercover customers” to validate our customer experience and we managed to raise our customer experience score in this test with the Wiseye system from an average of 7 to 9.5 across all the branches where the system was installed

**Mr. Richard Graundland Customer service manager at Super-Pharm**

**Combining Video Analytics and Other Sources for the Perfect Queue**

**Management**

Wiseye developed a unique platform that adds another dimension to Video analytics. The platform’s unique ability to add multiple sources of information that combined with the video analysis can provide store and mall managers with a complete understanding of their customers’ behavior. The Queue Management module allows store managers to automatically and efficiently manage the number of operational points-of-sale so that the queues will be short. The system allows real time response to accumulating point-of-sales queues with high accuracy. The change of point-of- sale loads was tested by Super-Pharm and found to be very efficient. The system decreased point-of-sale overloads up to 50% by dividing the load between all available points-of-sale. The system identifies an average rate of 92% of all queues and announces less than 7% false announcements. The system filters 60-80% of video analytics alerts. "Accuracy and lower rate of false alarms is the key to attain

employees’ cooperation with the system" says Shalom Nakdimon, Wiseye's founder.

**Wiseye Customer Behavior Analytical Technology:**

Wiseye has developed a unique platform that adds another dimension to the accuracy of Video analytics. The platform’s unique abilities to join multiple sources of information including video analysis can provide store and mall managers with an accurate understanding of their customer's behavior. The platform comprises 4 major modul[es: Queue management](http://allinpack.com/shalom/?page_id=99) (available), People Counter (available),  [Heat Map](http://allinpack.com/shalom/?page_id=188) (in development), and Real-time Marketing (in development).