



## Two Customers Demonstrate Two Ways To Use Brickstream

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Five retailers, two banks, and one Consumer Packaged Goods (CPG) company are deploying **Brickstream**'s three shopper-tracking applications to help stores meet customer service objectives and help merchandising departments design better store environments. The two types of deployment target different levers to increase revenue and reduce operating costs.

Two head-on retail competitors that are using Brickstream quite differently illustrate how the vendor supports service delivery and store design. The first is rolling out *Brickstream Intelligence for Service* across the chain, following a three-store pilot. The retailer, the first using Brickstream's alert functionality, expects *Service* will keep checkout lines short and abandonment rates low by paging an associate or manager to open a new lane when more than three people are in a checkout line. The second competitor is using *Brickstream Intelligence for Marketing* in its vision stores to fine-tune in-store advertising and promotions to create more profitable traffic patterns. It expects *Marketing* will help optimize traffic patterns for local market conditions and customer demographics.

All eight Brickstream deals were signed because of bottom-line Return on Investment (ROI) bought by operations and merchandising. Brickstream gives its customers another edge to outwit the competition. Of course, the competition may have figured this out, too.

--Greg Girard

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