



# ALERT

*Bold Ideas. Compelling Research. Unparalleled Service*

[About Us](#)

[Services](#)

[Events Center](#)

[Press Center](#)

 [Print PDF](#)

June 17, 2002

## Brickstream Keeps an Eye on Your Customer

Helping consumers with their shopping experience is increasingly a prerequisite to profitability for retailers. **Brickstream**, which makes video imaging systems for tracking consumers throughout the store, is now piloting real-time products for systems and store personnel. Brickstream's products include the following:

- *Intelligence for Service* --Designed to monitor service levels at the checkout lanes or in remote departments, this sends information, in real time, to workforce management or other appropriate applications. Arrival rates, line length, customer wait times, line abandonment, and lack of employee intercepts create rule-based alerts to the appropriate personnel, such as front-end managers or the appropriate sales associate. The system continuously measures actuals versus targets.
- *Intelligence for Marketing* --This product provides data for in-store marketing initiatives. Consumer interactions with point-of-purchase materials, signage, end caps, displays, and other things, including pass-by, duration, and path decision, are noted. In-store campaign management, product management, and customer segmentation can be affected from retailer and manufacturer's perspectives. This is best practice for the AMP store requirement.
- *Intelligence for Space* --This product is designed to measure consumer interaction with store layouts. High/low traffic areas, velocity of consumers, and traffic patterns by time of day are all scientific measurement inputs to store design and space allocation personnel.

Most retailers are using Brickstream through a Managed Service Provider (MSP) model, but Application Service Provider (ASP) and software purchase models are available. Retailers desiring best practice service levels and effective space utilization for their customers need to review the products, and manufacturers seeking more effective use of their trade promotion monies would be wise to investigate this approach.

--Peter Abell

[HOME](#) | [CLIENT SECTION](#) | [SEARCH](#) | [CONTACT US](#)

Questions, comments, or problems regarding this service?  
Please contact [webmaster@amrresearch.com](mailto:webmaster@amrresearch.com)

Copyright © 2002 AMR Research, Inc.