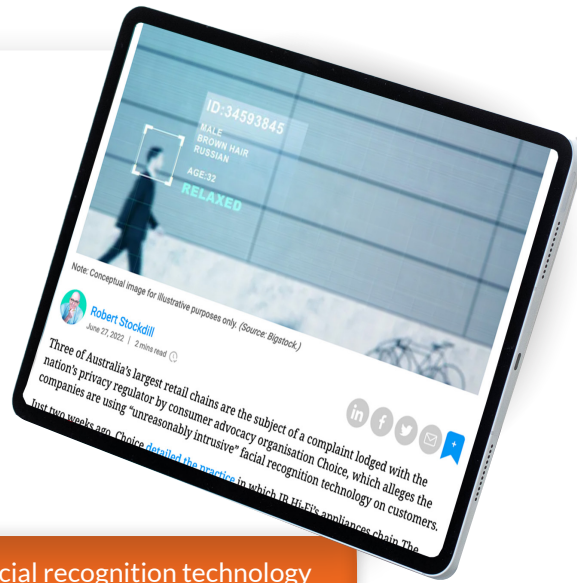## Consumer privacy and current Australian & international trends

As the use of customer analytics becomes prevalent and, indeed, mainstream so the focus on how the associated measures and data is collected gets more attention.

The use of CCTV and camera counting traffic systems is viewed with increasing suspicion. Sometimes fairly but nevertheless the publicity can be harmful to any retail brand.

ID:34593845
MALE
BROWN HAIR
RUSSIAN
AGE:32
RELAXED

Note: Conceptual image for illustrative purposes only. (Source: Bigstock.)

Robert Stockdill
June 27, 2022 | 2 mins read

Three of Australia's largest retail chains are the subject of a complaint lodged with the nation's privacy regulator by consumer advocacy organisation Choice, which alleges the companies are using "unreasonably intrusive" facial recognition technology on customers.

Just two weeks ago, Choice detailed the practice in which JB Hi-Fi's appliances chain The

📄 Choice lodges OAIC complaint over 'intrusive' facial recognition technology

Kepler is the solution

Kepler's unique technology uses the 'Radio Frequency Density' output from smart phones **without identifying the phone or the person**. In summary, Kepler uses the signal output, the dwell time and movement of the phone to assign a 'pseudo identifier' to the phone, thus counting and tracking only within the range of the sensor. This makes Kepler's technology intrinsically private, in that it does not infringe on, and is not applicable when it comes to the numerous compliance frameworks (Australian Privacy and Surveillance Laws, GDPR, CCPA, LGPD etc).

PRIVACY N/A | **Use of the Kepler System does not require signage at the locations that it is deployed.**

Kepler is comprehensive

Using our data collection as well as input from POS and other store systems (WFM, NPS, etc) provides a suite of measures across two levels:

Customer behaviour

- Conversion of passers-by into store traffic
- Behaviour of customers within the store (dwell time, bounce rates, inter-zone movement and others)

Store performance

- Sales conversion of the traffic to transactions
- Impact of traffic volumes and staff scheduling on conversion and Average Transaction Values (ATV)
- The relationship between zones within the store, specifically the visit affinity between zones and the resultant basket
- Effectiveness of promotions and store layouts using customer journey, zone affinity and other analyses

These are just some examples of how the Kepler measures and dashboards can be used.

Please contact us below if you wish to learn about a privacy friendly approach to traffic counting, customer behaviour and measuring the effectiveness of all aspects of store performance.

OUTSIDE OPPORTUNITY

INSIDE SHOPPERS

SHOPPER CONVERSION

SALES CONVERSION

DWELL TIME

FITTING ROOM CONVERSION

RETAIL ANALYTICS

ALL MEASURES BY ZONE

BOUNCE RATES

SALES TO BUDGET

ATV/UPT

OTHER INPUTS