



crossscan GmbH Press Release

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Customer-based branch management – crossscan cbasm – customer based shop management

Those times are over when retailers could only speculate about the demands and needs of their customers. crossscan GmbH in Witten offers retailers their crossscan cbasm customer-based branch management – a concept which brings transparency to consumer behaviour and makes it possible to programme success in sales.

Conventional control concepts for retailers show a serious weakness: They are exclusively based upon the conclusions the retailer is able to draw from his sales. However, this data basis comes, of course, only from those visitors in his shop that indeed bought something. He does not gain any knowledge on how many visitors haven't bought anything, nor on how many persons just passed by the shop, or on how non-buyers can be turned into buyers. To him, the customer remains a rather unknown being.

"This is because common shop management offers only a look at the consumers, that is at the tip of the iceberg", says Philip Lehmann, CEO crossscan. "That's insufficient, since the retailer has no chance to specifically improve his business. The largest part of his potential, which cannot be expressed in already gained sales, must remain unused and cannot be absorbed."

The crossscan cbasm customer-based branch management, however, opens up new opportunities for retailers in areas that could not be cultivated so far - "Underwater areas", so to say. Therefore, acting (and trading) at the small tip of what we've always known is finally a thing of the past.

Using the latest measuring technology, optimally adjusted to individual local conditions, crossscan records the routes and length of stay in the shop of each single visitor or passer-by, in- or outside the shop. Therefore, an extensive data base is generated that takes into account all potential consumers. The measuring data are consistently collected and processed for analysis. The relevant key data and results – the basis to optimise the business processes on site – are presented clearly to the retailer.

"That way, we provide information to the retailer which make it possible for him to readjust his business activities. Ranging from fine-tuning in subareas up to the complete readjustment of sales approach, it's all included in our projects," explains Philip Lehmann.



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"Applying this tool, the retailer can now act, not only react. With crossscan cbsm, he finally takes over the helm in order to take the road to success!" Now the retailer is able to clearly recognise branch-specific behaviour patterns of the customers, and respond directly to their demands and expectations.

However, the customer-based branch management not only allows the increasing of sales potential. The retailer also receives effective tools to optimise his deployment of resources and reduce his expenses. For example the staff employment: Since the number of visitors can be consistently recorded and analysed, the retailer gets to know the times in which he can expect high or low numbers of visitors. This enables him to plan his staff employment according to his requirements: With a lot of customers in the shop, there will be sufficient staff to boost sales. In rather quiet times, on the contrary, a smaller sales team can do the job as well.