📊 Prayas Analytics

Quantifying the Checkout Experience for a Fortune 200 Retailer
How Prayas helped reduce abandons and capture lost revenue

The Challenge
Queue length & customer abadonment

Prayas Analytics had the opportunity to work with Fortune 200 company that owns over 2,000 retail locations worldwide. The company was looking to measure, and ultimately improve, queue lengths, staffing models, and customer abandons. Prayas Analytics' platform was the fastest and most effective way to do so. Over the course of a few months, Prayas was able to collect all the relevant data, analyze it for trends, and brainstorm tests to help capture missed revenue.

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Prayas Analytics has provided us with meaningful insights that would have been otherwise traditionally inaccessible. We couldn't be more excited to leverage their innovative capabilities to help us make more informed decisions to better serve our customers.
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1. Monitor
Zero hardware setup required

Because Prayas utilizes existing hardware and security footage company's already collect, setup is fast and easy. In order monitor and track the efficiency of this company's checkout and staffing processes, we looked specifically at the video footage around the front checkout desks and self-serve machines.

For this Fortune 200 retailer, Prayas Analytics helped run tests to reduce in-queue abandonment. One of the client's hypotheses for in-queue abandonment was that there was no structure to the lines near the front desk, especially when they became lengthier than 3 people long. As a result, the client installed line stanchions to create a more structured queuing experience and, consequently, lower customer confusion and abandonment.

2. Test
Rapid experimentation for retailers

Prayas Analytics brings the concept of A/B testing to the brick-and-mortar world. A/B testing is the concept of continuously running rapid experiments with a specific focus on the checkout experience. By constantly running these tests, clients can continue to optimize their in-store operations and realize maximum value gains.

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95% longer wait time for abandoners

High associate time spent idle

Millons in estimated revenue loss

3. Predict
Looking forward through statistical models

For forward thinking retailers, predicting customers' future behavior may be even more important than understanding their behavior in the past. Prayas Analytics' predict platform leverages statistical models to help retailers model their processes according to these future behaviors. For this Fortune 200 retailer, Prayas is currently working on developing better labor models that leverage more than just sales metrics.