



Revolutionize the way you understand and optimize in-store customer experience with CYou and Microsoft Dynamics 365.

If you are responsible for driving traffic and buying conversion rates in your physical stores, you are likely to encounter these challenges in gaining the right insight:

“We are unable to measure customer in-store experience accurately and at scale. We cannot match the insight we have in our ecommerce store with our physical stores in order to make the right decisions.”

“We are not quick enough to spot and react to changes in store traffic patterns that result in fluctuations in demand or loss of sales. We need to understand how our target audience interacts with our store and how it affects stock replenishment.”

“Our Dynamics 365 system gives us our operational ticket data by store, POS, type etc. We need to overlay that sales information with visual in-store data to have a holistic strategy around conversion rates, traffic patterns and customer demographics.”

The combination of CYou with Microsoft Dynamics 365 for Retail is the answer: it allows retailers to combine store camera information with POS sales data – for deeper customer analysis to reveal opportunities and risks.

### Why choose CYou to support your physical store customer experience strategies?

CYou integrates with existing in-store cameras and POS, automatically measures and analyzes consumer engagement and interactions, and produces insights and alerts that maximize each store’s operations, sales and marketing efforts.

Prodware’s global experience in the retail sector means that we understand customer engagement and operational challenges to optimize revenues in-store, leading us to connect our Microsoft Dynamics expertise with innovative technology such as CYou to modernize the physical customer experience.

With CYou, retailers understand their consumers’ journey, with tools that will dramatically increase income, reduce operational expenses and improve customer service:

- Counts unique store visitors by age and gender
- Analyzes in-store customer journeys with traffic patterns
- Combines customer insights of traffic, conversions and demographics with operational Dynamics 365 sales information
- All insight delivered in ready to view dashboards and live alerts tailored for store VPs, managers and senior management to allow you to set goals and summarize performance across key KPIs

Speak to Prodware to see how you can improve and optimize your retail business.



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