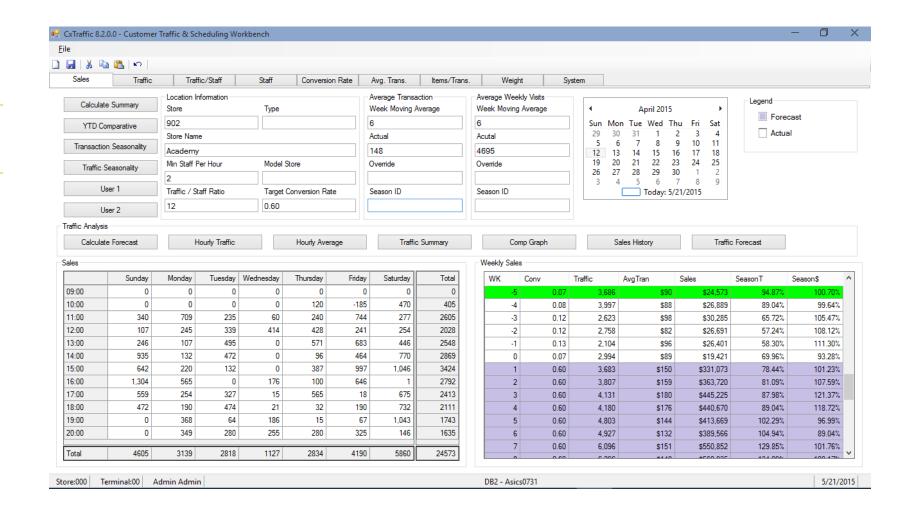
Cybex

TRAFFIC

Customer Traffic

THE MODULE ALLOWS RETAILERS TO ANALYZE CUSTOMER TRENDS, EVALUATE PROMOTION EFFECTIVENESS AND OPTIMIZE STAFF PERFORMANCE.



Traffic and Scheduling workbench measures historical performance analysis to forecast expected traffic trends, sales levels and staffing requirements. The objective is to effectively evaluate and manage the most important assets to a retail enterprise.

AFFORDABLE ENTERPRISE SOLUTION

| Feature | Key Benefits |
|-------------------------------------|--|
| Improve Operational Efficiency | Calculates Conversion Rates to assist in decision making and increase sales levels and profitability |
| Traffic Trend Analysis | Measures traffic trends through a detailed breakdown of information based on month, week, day or hour. Perform past and future trend analysis using 104 weeks of actual and forecasted information |
| Optimize Staff Performance | Optimize Staff to Customer Ratios to avoid under-staffing. Specify minimum staff per hour and the required traffic to staff ratio for scheduling forecasts |
| Graphical Analysis Tools | The software includes a variety of graphical analysis tools to provide an in depth analysis of each store location to display a detailed breakdown of busiest hours and days. |
| Store Location Comparative Analysis | Traffic Summary allows for store-to-store performance evaluation. Provides a detailed comparative analysis between stores displaying the best and worst performing store locations. |
| Forecast Future Sales Levels | Sophisticated data analysis to forecast future 52 week sales levels based on target conversion rates and Traffic to Staff Ratios. |
| Improve Promotion Effectiveness | Evaluate the performance of promotion campaigns. |