



CASE STUDY

BOGGI
M I L A N O

How This Italian Brand Illuminated Labor
Opportunities With In-Store Analytics



GROWING SUCCESS YEAR AFTER YEAR



*results reflected above are from 2018 to 2023.

Background

Boggi Milano is an Italian brand in the market with 235 stores across more than 61 countries. Today, the brand is driven by innovation, technology, sustainability, and high quality, thanks to the use of raw materials with high technical performances.

The design of Boggi Milano garments is born from the combination of two essential elements: the quality of fabrics—favoring organic fibers, recycled materials, certified and cutting-edge textiles—and style research, applied to the vision of a new way of life for the contemporary man.

The Challenge: Simplifying The Store Performance

In 2018, the Boggi Milano team sought to improve their analysis of their store performance and looked to partner with an expert in in-store analytics. At the time, Boggi Milano was facing the following challenges:



Unable to
maximize and
streamline labor



Unable to identify
stores with
high traffic, low
conversion



Lack of visibility into
higher shoppers per
labor hour





RetailNext was able to understand our needs effectively and provide solutions that aligned with our objectives. In-store analytics can indeed become intricate, especially when dealing with numerous data points, but RetailNext's platform simplified the process while still offering comprehensive insights. Their ability to present complex analytics in an easy-to-understand manner streamlined decision-making processes for our business, enabling us to extract actionable insights more efficiently.

Marco Benasedo,
Chief Information Officer at Boggi
Milano



The Solution: Partnering With An In-Store Data Expert

RetailNext's comprehensive platform provided Boggi Milano with the tools and insights needed to make informed decisions and drive continued success in its retail operations. By partnering with the market leader, Boggi Milano demonstrated a commitment to leveraging data-driven insights to optimize its operations and enhance the overall shopping experience for their customers.

Masters Of Innovation



AURORA

The RetailNext platform is powered by the **state-of-the-art Aurora**, an all-in-one IoT sensor with world-class features (widest field of view, HD color video, BLE, WiFi, and Beacon).

AI

With unparalleled accuracy and sophisticated **deep learning artificial intelligence (AI)** technology, the Aurora simplifies shopper behavior measurement.

ENHANCED DATA

The Aurora sensor provides **multiple store data points**, including demographics and activity recognition.

ADVANCED INSIGHTS

RetailNext's **predictive traffic model** uses a complex algorithm, which considers many available historical data points, to forecast future traffic counts in 15-minute increments.

DATA VISUALIZATION

Through conditional formatting, the RetailNext **dashboards synthesize this data** into simple, easy-to-use formats that unlock in-store opportunities.

HIGH-PERFORMANCE

Brands leverage the RetailNext platform to **drive understanding across marketing, merchandising, and operations**.



How Boggi Milano Used Their RetailNext Data

LABOR ALLOCATION



CHALLENGE

The retailer needed to determine the FTE (full-time equivalent) for each of its 190 stores, and it had just one week to do so. The FTE is a unit of measurement used to determine the number of full-time hours worked by all employees in a business.



SOLUTION

Using RetailNext's Traffic **3.0** solution, the retail team zeroed in on the visit duration, to determine how long customers spent in the store and then looked at how many customers each sales associate could attend to per labor hour.

In Boggi Milano stores, the visit duration is around 17-18 minutes per customer. The retailer also determined a ratio of 3.5 customers per labor hour. They were able to use these metrics to determine the appropriate FTE for Boggi Milano.

Boggi Milano also chose to customize the data - instead of using the average visit duration and the average shopper per labor hour, the retailer looked at the metrics per store to establish the right efficiency for its fleet.



RESULT

As a result, Boggi Milano has reduced its headcount by 15% since 2018 simply by using RetailNext to adjust its labor allocation. This has additionally helped reduce payroll expenses while increasing productivity.

For Boggi Milano, sales associates are expected to spend 50% of their time on selling while the remaining 50% is to be spent on non-selling activities. The retailer has determined that 1 ticket is achieved every 2 hours per sales associate.



RetailNext provides valuable insights far beyond just basic traffic counting. Our first meeting with their team was proof of this as they revealed that traffic in a flagship store had declined on a Sunday. The underlying reason for the decline was the unfamiliarity of sales associates with the store layout, leading to a decrease in conversion. RetailNext demonstrated a deep understanding of our business's operations and potential areas for improvement. This type of analysis goes beyond raw data and can lead to actionable strategies to enhance conversion rates and overall performance. We're convinced that we have the right partner for our retail analytics needs.

Marco Benasedo,
Chief Information Officer at Boggi Milano





Choosing The Right KPIs



CHALLENGE

Like many other retailers, Boggi Milano initially established too many KPIs for its store staff. This became difficult to track and even harder for store staff to prioritize goals.



SOLUTION

Using RetailNext, the retailer was able to identify which KPIs effectively measured its staff performance while still providing an accurate assessment of productivity. Boggi Milano chose to focus on Shopper Yield, which is calculated by multiplying the store's conversion rate by the average transaction value.



RESULT

By focusing on a singular KPI, Boggi Milano was easily able to review store performances. For stores with a high conversion, the focus was on increasing the average transaction value. For stores with a high average transaction value, the focus was on improving the conversion rate. In addition, Boggi Milano also improved its analysis with RetailNext by examining the hourly store performance versus the daily store performance for a more detailed outlook on productivity.

The Performance Quadrant



REVEALED

This is a sample of the Performance Quadrant Report, developed by RetailNext, that Boggi Milano provides to its store managers and area managers. This easy-to-use resource indicates each store's performance against the conversion rate and the average transaction value.

If a retailer only focuses on the conversion rate, this will end up penalizing the average transaction value. What is meant by this is that if the conversion rate is higher, but the transaction value is lower, sales will not increase. The same is true of the opposite - if too much focus is placed on achieving a higher transaction value, the conversion rate will drop as teams concentrate on creating the highest ticket possible while failing to attend to multiple customers. And in this instance, sales will also decrease.

Shopper Yield is the only KPI that combines both metrics for a balanced view of performance. This has helped Boggi Milano improve sales and quickly identify areas for improvement.



About RetailNext

The first technology platform to bring e-commerce style shopper analytics to brick-and-mortar stores, brands, and malls, RetailNext is a pioneer in focusing entirely on optimizing the shopper experience. Through its centralized SaaS platform, RetailNext automatically collects and analyzes shopper behavior data, providing retailers with insight to improve the shopper experience in real-time.

560+
brands globally

100+
countries

2007
year founded

