

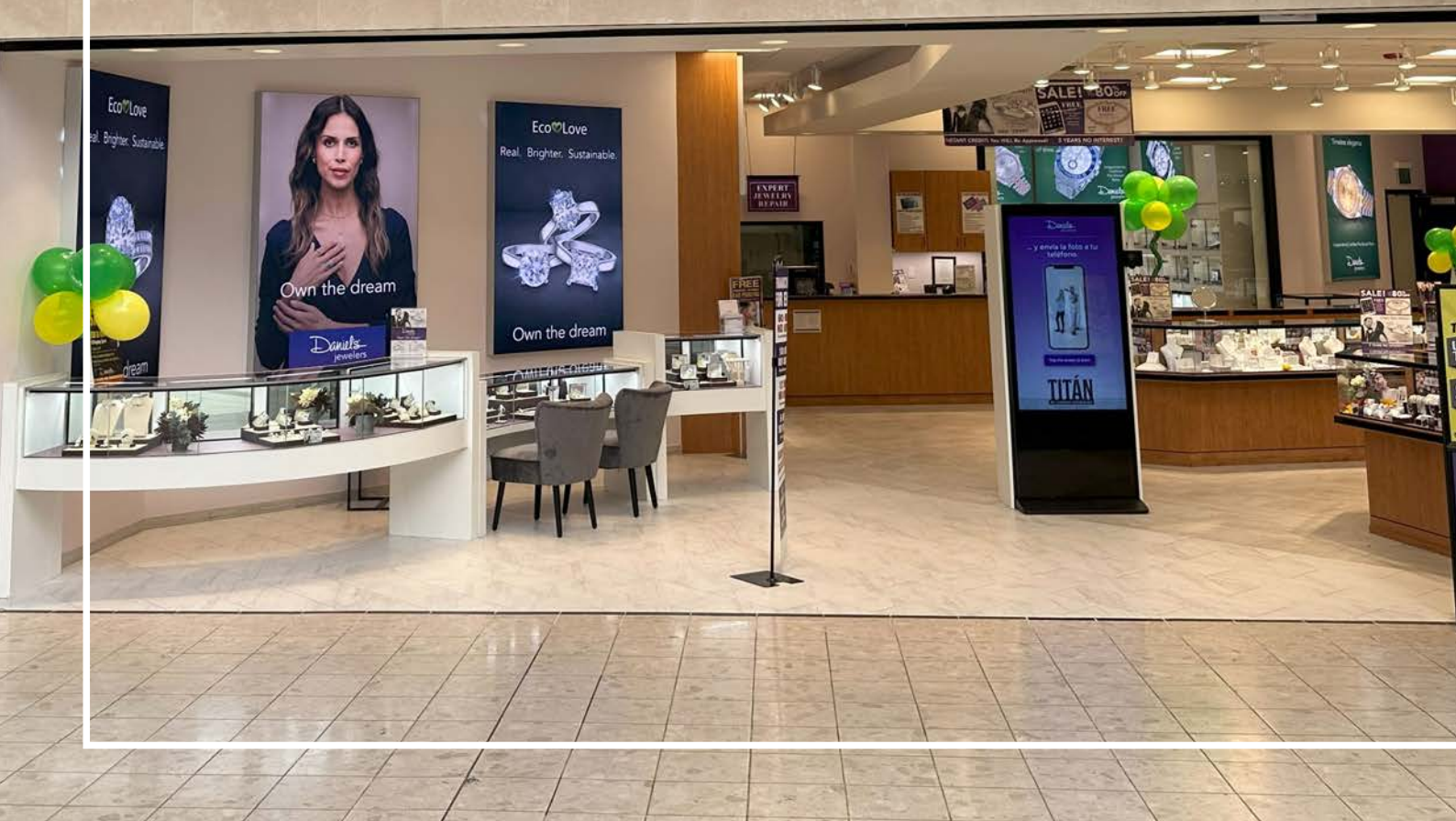


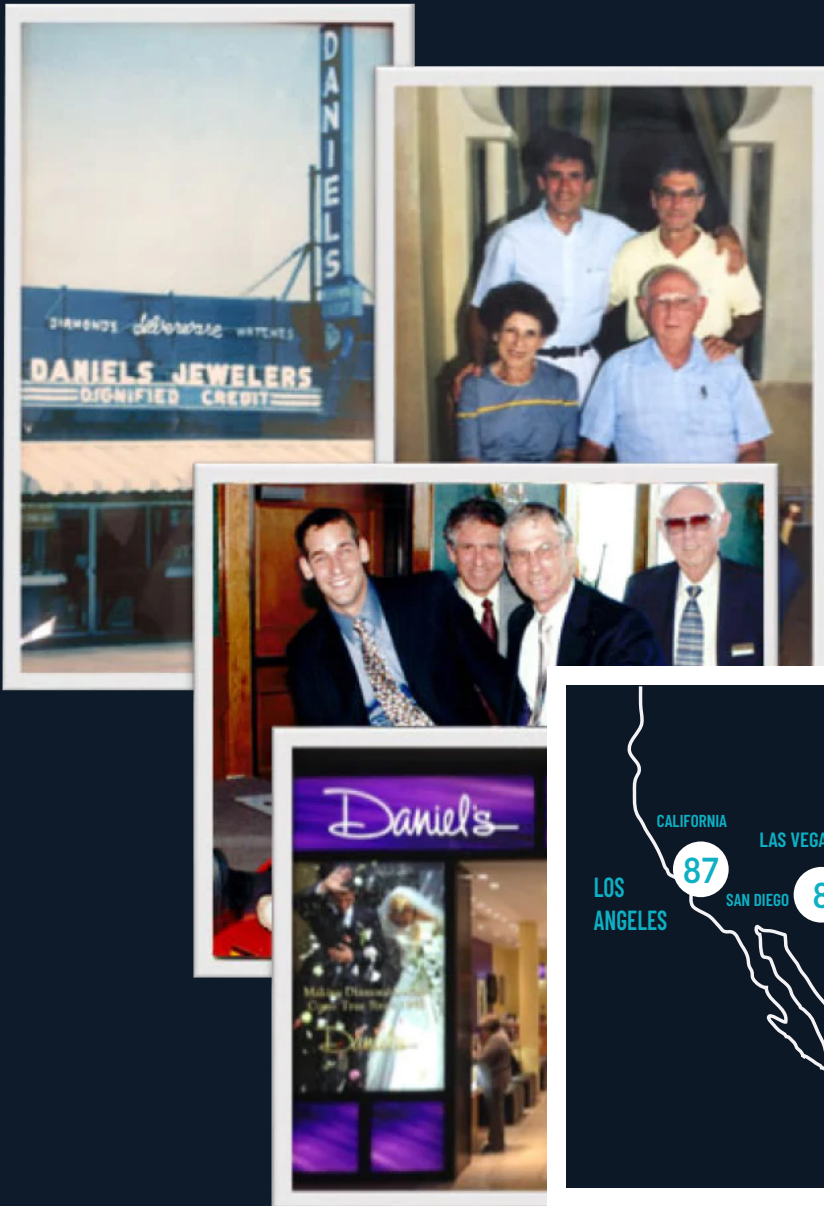
CASE STUDY

Daniel's[®]
jewelers

How The Legacy Jeweler Uses Store
Traffic To Define Success

Daniel's—jewelers
since 1948





One Of The **Fastest-Growing Jewelry Companies In The US**

76+ years of brand loyalty
100+ stores nationwide
24/7/365 access to Traffic 2.0



Background

Since 1948, **Daniel's Jewelers** has been one of the fastest-growing jewelry companies in the USA. The retailer was founded by Joseph Sherwood, whose family's mission over the past eight decades has been to make jewelry more accessible to millions of other families in the USA.

By the 1960s, the family-run business expanded throughout Southern California and today, Daniel's Jewelers boasts 100+ stores nationwide. Each store is anchored by its warm and friendly staff who are dedicated to treating customers like friends and family, every day.

Making Diamond Dreams Come True

Now in its 76th year, Daniel's Jewelers' growth path is tied to expanding its brick-and-mortar presence. Its CEO, David Sherwood, is the founder's grandson and focused on fine-tuning the business' e-commerce experience as well as adding new locations.

The Challenge: Measuring The Store Environment

For the better part of 75 years, Daniel's Jewelers relied on various sources of store data that were manually collated and then piped through the PoS system to measure performance. Unsurprisingly, these data sources did not provide the level of insights that the jewelry retailer needed to measure the new digital business approaches it was adopting.



The number of tickets



The number of staff interactions



Payments



Free gifts





It's one thing to measure the impact of digital campaigns on a website - you have access to several online metrics to indicate the performance. It becomes more challenging though when you're measuring the impact of digital campaigns on driving bodies into the store, there are very few tools for that, and even fewer that are privacy-friendly. It's almost impossible at times to get clear, sound, and comprehensive data on how a campaign like that is performing. So the idea of using store traffic as a layer of measurement for marketing campaigns made perfect sense to us.

David Sherwood
CEO of Daniel's Jewelers

The Solution: A Pioneer In Retail Intelligence

Daniel's Jewelers partnered with RetailNext, the leading in-store traffic analytics provider used by 450+ of the world's most loved retail brands to:

- Accurately measure store traffic.
- Establish a performance baseline across the chain.
- Benchmark store performance against peers and established KPIs.
- Measure the effectiveness of marketing campaigns.
- Optimize labor scheduling.
- Identify areas for improvement and opportunity.



Beyond Traffic



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

The RetailNext dashboards synthesize this data into simple, easy-to-use formats that unlock in-store opportunities or the data can be integrated into business intelligence tools as needed.

Increased Performance

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

How Daniel's Jewelers Used The RetailNext Data



Challenge

Over the last five years, Daniel's Jewelers implemented more digital advertising. However, the impact of these digital campaigns, toward increasing physical store traffic, proved increasingly difficult to coordinate and manage.



Solution

Daniel's Jewelers subsequently implemented RetailNext's robust Traffic 2.0 in its stores with the primary intent of measuring traffic during a marketing campaign. For the first time, the retailer was able to access accurate key store performance metrics like traffic, conversion, and ATV.



Result

The new and accurate metrics enabled Daniel's Jewelers to better understand the performance of its digital campaigns - whether that was across its chain, regionally, or even on a single-store basis. The impact on store traffic day-over-day, week-over-week, and year-over-year provided important KPIs for the retailer.





Staffing The Best Sales Associates



Challenge

While retailers in other segments typically look to align the number of staff with traffic, jewelry retailers focus more on when to have the best sales associate available. Staff coverage does not change as dramatically for jewelry stores as it would for larger format stores such as a department store.



Solution

With RetailNext's Traffic 2.0 installed in its stores, Daniel's Jewelers could visualize and analyze traffic trends with a focus on power hours. This helped to clarify previous assumptions about when store traffic was up or down, and when to staff its best performers. For example, Daniel's Jewelers was able to identify store traffic increased on Sundays in almost one-third of its stores compared to the rest of the week.



Result

Traditionally, Sundays were a day off for Daniel's Jewelers' store managers. Using the RetailNext store data, the jewelry retailer subsequently revamped its shift schedules for store managers at its so-called "Sunday Stores" to ensure that managers were working that day. For store managers unable to work on Sundays, the retailer committed to transferring them to an alternate store.



We've seen a definitive increase in store productivity as a result of reviewing our staff schedules. You always want your best sales associates to be on the floor when the most customers are there. And by realigning our Sunday shift schedule, we've been able to do that in a third of the chain. We're seeing the Sunday volumes have increased in that third, merely by putting better sales associates on the floor during those busier times.

David Sherwood
CEO of Daniel's Jewelers



Asset Protection Applications



Challenge

Like most jewelry retailers, Daniel's Jewelers had a camera system installed to ensure the protection of its stores, customers, and staff. However, the technology was outdated and failed to provide instant access to more remote environments, especially following incidents of theft or vandalism.



Solution

With RetailNext's Aurora sensor, Daniel's Jewelers had access to high-definition images and video. This allowed the retailer to perform self-audits, and use the Aurora for asset protection applications and even visual merchandising. All video is stored onboard the Aurora and easily accessible via the cloud web interface and mobile app.



Result

1

Ensuring security guards are at their posts and actively engaged. The retailer monitors to ensure security guards are either assisting customers or a deterrent to perpetrators.

2

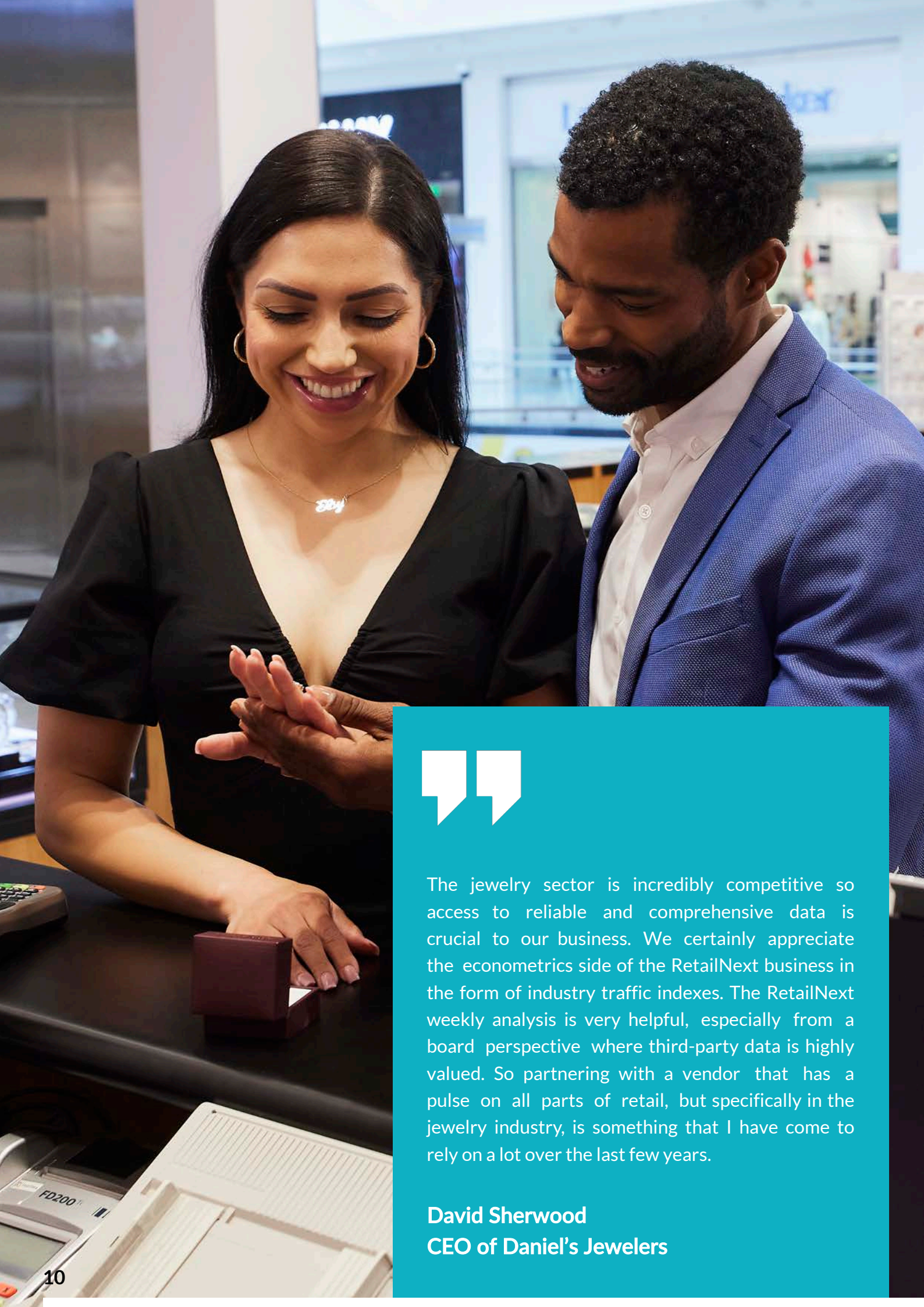
Assisting law enforcement by providing HD images of an incident, accompanied by the statements of store managers who may have noticed suspicious behavior before the incident.

3

Examining video footage with security experts, glazing experts, law enforcement, and fixture manufacturers to improve the store's case security against smash and grabs.



The Aurora



The jewelry sector is incredibly competitive so access to reliable and comprehensive data is crucial to our business. We certainly appreciate the econometrics side of the RetailNext business in the form of industry traffic indexes. The RetailNext weekly analysis is very helpful, especially from a board perspective where third-party data is highly valued. So partnering with a vendor that has a pulse on all parts of retail, but specifically in the jewelry industry, is something that I have come to rely on a lot over the last few years.

David Sherwood
CEO of Daniel's Jewelers



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.

400+
brands globally

90+
countries

2007
year founded

