SmartFit for Fitting Rooms

SmartFit Management System

SmartFit strengthens fitting room profitability by:

- Reducing Shrink
- Building Sales
- Increasing Team Productivity
The Fitting Room Dilemma

According to an Envision Retail study of some 8,000 clothing shoppers, nearly 70% report using fitting rooms when buying while only 10% don’t! Clearly, optimum sales results rely on convenient access to clean and inviting fitting rooms. On the other hand, retailers cringe at the stunning volume of shrink flowing through those same fitting rooms. This often results in locking down fitting rooms, heavily investing in a full time attendant, or continuing to suffer significant losses.

Finding balance in this dilemma is a struggle.
That’s where SmartFit™ can help.

Smarter Fitting Room Management

SmartFit empowers store teams to more effectively and efficiently build sales and reduce shrink at fitting rooms in three key ways.

Occupancy Awareness
SmartFit keeps your store team aware of fitting room use. Knowing when someone enters or leaves a fitting room helps team members to be available for customer assistance — and alert to shrink risks. After all, slipping in and out of a fitting room unnoticed is the shoplifter’s goal.

Prompt Incident Detection
Inspecting a fitting room immediately after use ensures prompt detection of stripped tags and increases suspect identification probabilities. With SmartFit, a button press electronically logs inspection results (“all clear” or “tags found”) and drives reports revealing inspection compliance chain-wide.

Timely Shopper Assistance
Time-pressed shoppers unable to obtain assistance often pass on desired purchases. As observed by Paco Underhill, author of The Science of Shopping, a shopper who “…chats with a store employee and tries something on is twice as likely to buy as a shopper who does neither.” SmartFit promotes awareness of customers and instantly notifies when assistance is desired.

Putting a Light on Deterrence
Field tests reveal the incidence of stripped tags sharply decreases due to SmartFit’s small flashing “occupied” light.
SmartFit in Action

SmartFit readily configures to meet unique store needs. For example, wireless communication devices already in your stores (like radios, phones, smart devices and pagers) can probably be used for notifications. Likewise, each key SmartFit function described below can be optimized for your chain.

Occupancy Monitoring and Notifications
The SmartFit help button detects fitting room occupancy and notifies one or more team members of entry, extended occupancy, and vacancy events. While occupied, two small lights flash:

- **In Fitting Room**: A proven shoplifting deterrent
- **Outside Fitting Room**: Indicating room is occupied

Inspection Compliance Visibility
Ideally, fitting room inspection occurs immediately after vacancy notification. Pressing a discreet SmartFit button instantly logs inspection findings (“all clear” or “tags found”). Chainwide reports reveal elapsed time between vacancy and inspection, providing a powerful compliance monitoring tool... and the retirement of those ubiquitous and ineffective paper “inspection logs.”

Shopper Assistance Requests
Occupancy awareness enables store associates to be alert for opportunities to assist while the SmartFit help button enables customers to discreetly request assistance. Request notifications escalate until a responding associate presses reset outside the fitting room. Activity reports reveal chainwide responsiveness to these requests.

Leveraging Video
SmartFit instantly notifies video systems of discovered stripped tags, aiding suspect identification.

Locked Fitting Room Access
A button press summons help to unlock the door. SmartFit’s vacant notification helps ensure the door is not left ajar after use.
**SmartFit - A Smart Response™ Family Member**

SmartFit is a help button / presence sensor inside a fitting room wired to a reset module outside the fitting room. The SmartFit unit communicates wirelessly with its Smart Response host, which accepts a variety of triggers related to events happening in your stores. Trigger sources include wireless help buttons, POS terminals, kiosks, burglar alarm panels, refrigeration systems, loss prevention devices, smart video cameras, presence sensing devices, and more. Following business rules specified by you, the system notifies the right store team member(s) and escalations follow as needed to ensure response. The result: instant awareness and, more importantly, effective response that drives sales, reduces shrink, and increases productivity.

**Smart Response = Instant Action**

- When a shopper wants to buy merchandise that is locked or not within reach – your team will know. Instantly.
- When a cashier needs assistance with growing lines, change, a carry out, or security issue – your team will know. And know what to do.
- When a smart camera detects a shopper dwelling at a counter or high margin area – your team will know. And can proactively assist.

**Put SmartFit to Work in Your Stores**

There’s much more to the extended Smart Response family story and its many applications that benefit retailers. Contact Halo Metrics to learn more about how SmartFit and Smart Response can be optimized to reduce shrink, build sales, and increase productivity in your stores.

**Leveraging Lean Staffs**

SmartFit enables associates and LP professionals to work more efficiently... attending to fitting room areas effectively, and only when needed.

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