

THE COST OF BEING CROWDED

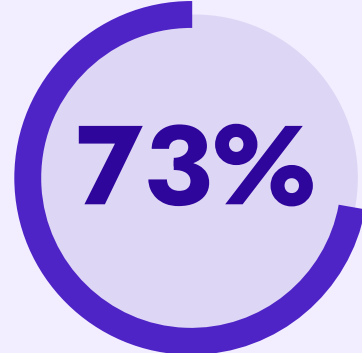
We all hate waiting, right? With restaurants and retail businesses reopening their doors to customers, lines and wait times are increasing.

While busyness has often been a sign of demand, it begs the question:

Can being too busy cost businesses money and customers? The answer is yes, and it only takes one bad experience to keep customers from coming back.

WHAT IS THE COST OF BEING CROWDED?

Being too busy can diminish both customer and employee experiences.



of in-store shoppers get frustrated with overcrowding*

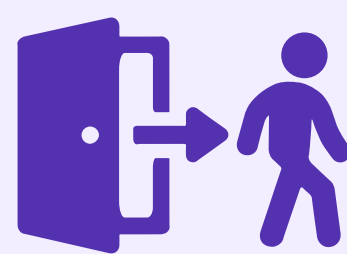


of people avoid stores they perceive as busy*



40%

of job turnover is due to stress, often as a result of high-stress environments*



61%

of retail companies cite customer retention as their biggest challenge*

CHANGE IN-PERSON EXPERIENCES... FOR THE BETTER

Businesses can use occupancy monitoring technology to improve the customer experience, reduce friction, increase customer engagement and more importantly boost their bottom line. Here's an example of what's possible:

65%

of a company's business comes from repeat customers



GAIN MORE LOYAL CUSTOMERS

Sharing real-time crowd data with customers improves their experience, giving them a reason to further engage with a brand.

1 in 3

repeat customers will spend more on their average order value

MIMIC THE ONLINE EXPERIENCE

Real-time crowd data can help customers plan their trip and their day around the least busy times in the store.

90%

of customers like when online content/shopping is convenient to them*



81%

increase in customer satisfaction when companies have happier employees

INCREASE EMPLOYEE SATISFACTION

When crowd levels are better controlled, employees have a more consistent and manageable workload with less stress, turnover, mistakes, and other pressure-related issues.

MAKE IMPROVEMENTS TO SPACES

Using historical occupancy data and trends helps retailers improve space utilization and customize store designs based on past foot traffic flows.

3x

improvement in decision-making capabilities in data-driven businesses

IN SUMMARY

Imagine a world where customers gain the ability to decide where they want to go and when to avoid crowds? Businesses benefit from more manageable and consistent traffic flows without lines or overcrowding deterring their customers, overall benefiting their businesses in the long run.

DON'T LET BUSINESS COST YOU BUSINESS

Fortune 500 businesses and universities nationwide are adopting occupancy monitoring technology from Occuspace to better manage and control how their physical spaces are used. Real-time occupancy data ensures a more convenient and comfortable in-person experience for visitors, with historical data to make more informed decisions about space use and real estate acquisition.

Learn more ›