



AI VIDEO ANALYTICS

Checkout congestion eliminated at peak hour

A retail chain recovered conversion in its busiest time slot, without adding staff or installing hardware.



SECTOR	AREA	DEPLOYMENT	NEW HARDWARE
Multi-store retail	Store operations	100% remote	None

Monthly KPIs were on target: sales within budget and no escalated incidents.

Yet every week, on the same day and in the same time slot, the store was losing sales. In the monthly average the loss was diluted; analyzed hour by hour, it was significant. Only intraday analysis could surface it.



Conversion moved against traffic

Cross-referencing traffic and conversion hour by hour revealed the opposite of what was expected: the higher the traffic, the lower the conversion. Behind it was recurring congestion at the checkout line, on one weekday, in a narrow time slot. The queue grew, and with it, purchase abandonment.

Staff wasn't missing; timely information was

Adding headcount wasn't the answer: the team was already in the store, assigned to lower-impact tasks during that slot. The data existed, but it arrived in the next day's report, after the peak had passed. What was missing was having the information while there was still time to act.

Two levers, at no additional cost

Historical data to anticipate, real time to react.

LEVER 01

Real-time alerts

Thresholds on flow in the checkout area. When exceeded, the team is alerted instantly, without waiting for the next day's report and without anyone watching a screen.

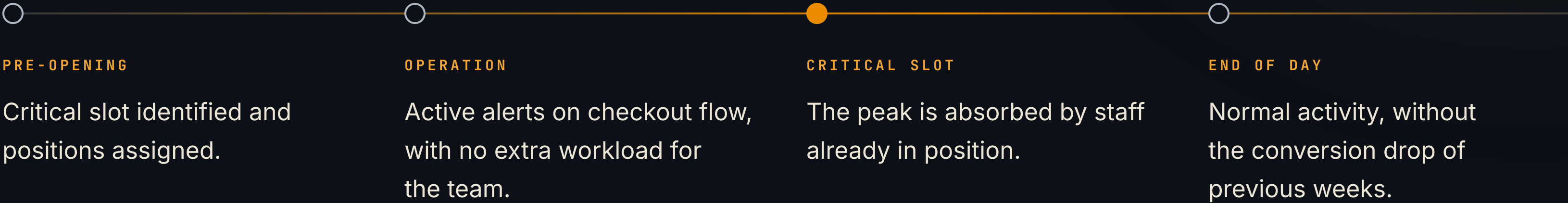
LEVER 02

Forecasting from historical data

Using data from previous weeks, the store pinpointed the exact peak hour before it happened. Shifts were no longer planned on guesswork.

The alert resolves the incident in progress. **Historical data prevents it from happening.**

The critical slot, covered before the peak



From reactive to proactive management

BEFORE

The problem was detected the next day, in the report.

The peak slot was handled with default staffing.

Recurring queues, checkout congestion and lost sales.

The cause of the conversion drop was a hypothesis.

AFTER, WITH KSI

The team sees it as it happens.

Shifts are planned with the peak hour already identified.

The peak was absorbed with no congestion or queue.

It's a data point: specific day, slot and area.

100%

Remote deployment, no store visits.

0

New hardware installed.

0

Additional staff hired.

What changed the result wasn't more staff, but knowing on which day, in which slot and in which area the existing team was needed, with time to reassign it.

Client not identified under a confidentiality agreement. Results correspond to one store and its particular traffic pattern; they do not constitute a performance guarantee.

THE TAKEAWAY

Most in-store conversion problems aren't about staffing. They're about **information**.

What changes the result is knowing on which day, in which slot and in which area your existing team is needed, with time to reassign it.



Where is the critical slot in your operation?

In 30 minutes, we'll show you in a comparable context.

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