GATEKEEPER®
SYSTEMS

Cart
Retention

Pushout
Prevention

Cart
Management

Cart-Based
Data Analytics

"20% of carts go unused"

Gatekeeper Systems' StorePort

"$24,000—Value of unused carts"

Gatekeeper Systems' StorePort

"40% increase in basket value after doubling cart size"

Consumerist

Cart Analytics

Learn More About Your Customers From Your Carts

Cart-Based Data Analytics allow for better customer experience and higher sales Many retail stores rely upon an outdated formula to determine the size and makeup of a store's cart fleet. Once installed most retailers don't give their fleet another thought, ignoring a prime opportunity to tailor the shopping experience. A better understanding of cart inventory, fleet utilization, and shopper traffic can provide actionable data to help increase sales and manage budgets.

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Learn how to increase sales while reducing cart fleets. Gatekeeper Systems cart analytics provides marketing and operations managers actionable data to help reduce costs, improve sales and customer service. Leveraging Gatekeeper Systems SmartWheel technology and the GS platform, cart analytics provides answers to questions like; how many carts are used during peak hours? How many carts need repair? Which cart type has the highest sales?

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How it Works

Carts are equipped with the SmartWheel providing each cart with a unique ID. This enables Gatekeeper Systems' StorePort system to track and compile information on inventory, location, usage by type, and daily or hourly traffic.

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> Improving customers experience is critical to our success and carts often contribute towards their first impression of the store. Making sure that the mix is correct and that carts are available for every individual customer every time, makes a positive first impression.
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> Reducing spend on overstocked asset is also important and we now know there is a nationwide opportunity to remove excess stocks, adjust the mix where necessary yet still meet every customer's expectations at a local level.
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> *Matthew Day, Director*
> *Gatekeeper Systems*

Why is it great for you?

With Cart Analytics store managers gain insight into cart fleet health, utilization and traffic. This allows store management to manage budgets responding to maintenance needs as needed. Understanding cart usage allows stores to tailor their cart fleet by removing costly underperforming carts and altering composition of the fleet to match customers preferences. **By tracking cart traffic stores can more accurately schedule store personnel, both cashiers and retrieval.**

See Cart Analytics   Our Patents   Learn More   Contact Us

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