



JARVIS

Powered by Staqu

F&B leader in the travel Retail Sector relies on Staqu for custom Video Analytics Solutions.

✓ What we have done

A leading travel food retailer implemented Staqu's video analytics solution, JARVIS, leveraging existing infrastructure. With only a CCTV, an internet connection, and JARVIS, the company has gotten well ahead of the game from its competition. With our help, they have uniquely positioned themselves in the market and have seen a major improvement in their marketing strategies, resulting in an increase in ROI.

👤 About the client

Since its launch in 2009, one of the biggest F&B retailers in travel has established a formidable position in the country's food and beverage retail sector. The business has catered to people on the go by offering a range of cuisines in several settings, including restaurants, cafés, bars, food courts, and lounges at airports, railway stations, and highways. Delivering an enriching culinary experience is their specialty as they serve over 370 hundred thousand travelers daily from all around the world.

Client: Leading Travel Food Retailer | **Location:** Pan India

💡 Situation

To transparently monitor and analyze businesses across different locations with minimum human resources.

With over 12 years of experience in the food and beverage industry, knowledge makes you dwell on the intricacies of your business. With the onset of the pandemic in 2020, this leading travel food retailer planned to work on Covid-19 protocol adherence.

Features



Demography Analysis



Heatmap Analysis



Covid-19 Safety Compliance



Fire-Safety



Food Serve Analysis - Buffet Management Analysis



Hygiene Analysis

With time, the company also wanted to work towards revenue generation, loss prevention, staff productivity, and adhering to standard operating procedures (SOPs).

- The company envisioned utilizing advanced technology to enhance a multi-faceted solution to its functioning processes.
- They were in dire need of customer analytics and internal process optimization solution.
- They also required custom use cases for automated managerial processes.
- Most importantly, they wanted to have centralized visibility of their businesses.



While seeking a solution, they came across Staqu and realized it would be ideal to leverage JARVIS's use cases for their in-house operations and monitoring. The company formed a partnership with Staqu to utilize JARVIS & improve its revenue generation and operating protocols.

Solution

Staqu had a clear picture in mind when the challenges were put across; to tap into the vast reserve of AI skills to automate the travel retailer's operating protocols. The business required our SaaS-based product, JARVIS, to be deployed on over **200 cameras across nine major travel hubs**. Despite the substantial amount of work, our team completed the implementation system on their existing infrastructure rather quickly. As the company was pleased with our prompt deliveries, this was one of our grassroots accomplishments. A few salient features that we worked on are -

Automated Monitoring

During the pandemic, access to JARVIS's panels was highly beneficial to the company. The **automated monitoring of Covid-19 safety** adherence in the kitchens and the eating areas was used to expedite the operational process. The **fire-safety** use case was used in the kitchen area to monitor any risk to the safety of both the employees and the business.



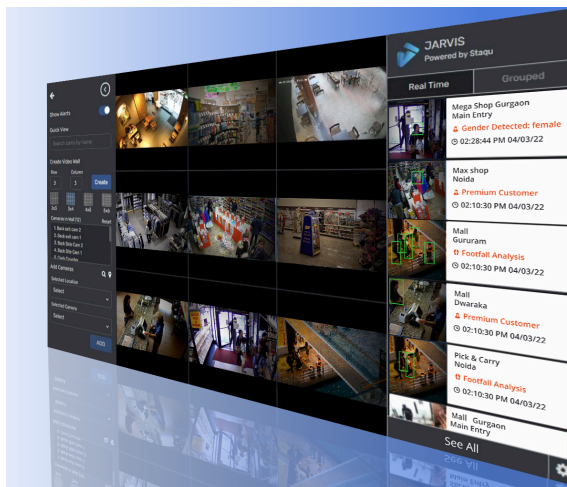


Revenue Generation

Billing counter monitoring compliance was used as a major use case for loss prevention and also helped the company monitor point of sale (POS) and reduce anomalies, which resulted in increased ROI.

Predictive Analysis

JARVIS was valuable for predictive analysis as well. The company designed its marketing strategies based on the results of **footfall, demography, and heatmap analysis**. These features would track the customer journey and send real-time quantitative alerts on the same. This helped the company in designing marketing campaigns based on the gender of customers who came in the most and the days they came in.



Ease of Accessibility

One of the main aspects of a leading food and beverage retailer is customer satisfaction. Staqu's **counter monitoring** event ensured that no customer had to wait for an extended period in queues owing to a staff shortage. It sent real-time alerts to the client if a counter's region of interest was empty. This feature can be checked in JARVIS's video wall, which displays all the cameras of a certain location in one screen, cutting down the time to look for each and every footage separately.

Customized Operations Analysis

Staqu's experts also helped in customizing events for the company. Our team worked endlessly to find unique AI solutions prioritizing customer satisfaction, hygiene, and optimal service. They have developed a number of custom use cases, such as cup detection and **chef hat detection**. Using the chef hat detection event, managers analyze whether the chefs are checking the buffet counter activities such as refilling, food serving, and food temperature check, which has a KRA accuracy of **96%**. Our **table cleaning event** is significant in two areas for the company, customer satisfaction, and hygiene maintenance. It cuts the wait time for the customers and decreases constant human intervention to maintain the company's standard.



Quality Assurance

Following the onboarding process, our experienced quality analysts constantly run the events to ensure there is no default from Staqu's end. Our customer success team establishes effective communication with the client that is especially helpful for the back end - JARVIS's firmware.



Team Staqu has an excellent ability to understand the business. Their proactiveness is what differentiates my experience with Staqu."

IT Leader of leading F&B travel retailer



Impact

57%

increase
in sales

<99.7%

algorithm
accuracy

20%

increase in
visitor retention

30%

reduction in
manual work

With JARVIS' application, the company saw a **57%** increase in its sales as the eating areas, and the billing counters have reduced wait times. Forecasting through footfall analysis has given the company an upper hand regarding when and where their lounges, restaurants, and outlets have the highest number of customers. The average accuracy of the AI solution is upto **99.7%**, and we are trying to push this figure to **99.9%**. The user response to Jarvis has been favorable since the pandemic. Post-pandemic, our client has continued to use the present use cases in addition to the customized use cases, and we intend to continue offering effective video analytics solutions to the company.



Our Clients



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