



IdentiSight

Identity Intelligence

See People. Understand Visits. Improve Service.

IdentiSight is an AI-powered facial recognition and identity intelligence platform that detects faces, stores secure non-identifiable face profiles in a database, and recognizes when people return. It helps retailers understand repeat customer visits, support loyalty programs, monitor staff presence, and improve in-store service through real-time alerts and actionable analytics.



RETURN VISITOR ALERT
A previously seen customer has entered the store.

CUSTOMER WAITING ALERT
A customer has been in-store too long without assistance.

NEAREST STAFF ALERT
IdentiSight identified the closest staff member to assist.

LOYALTY OPPORTUNITY
Recognize frequent visitors and support loyalty engagement.

STAFF PRESENCE ALERT
Track staff presence, movement, and response activity.



KEY CAPABILITIES



1. Face Detection & Capture

Detects faces in real time and captures visit events across cameras.



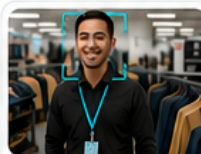
2. Repeat Visitor Recognition

Recognizes when a customer has visited before using secure face matching.



3. Secure Face Database

Stores encrypted, privacy-conscious non-identifiable face profiles for future matching.



4. Staff Presence Monitoring

Tracks staff identities and presence throughout the store environment.



5. Customer Assistance Routing

Identifies customers waiting too long and highlights the nearest employee.



6. Reporting & Loyalty Insights

Turns visit patterns into business insight for loyalty and service improvement.

HOW IDENTISIGHT WORKS



1. Captures Faces

Detects customer and staff faces from live camera feeds.



2. Creates Secure Profiles

Converts captures into secure non-identifiable face signatures stored in a database.



3. Matches Visits & Staff

Recognizes return visitors and identifies staff activity and proximity.



4. Generates Actionable Intelligence

Sends service alerts and produces useful operational insights.

SAMPLE INTELLIGENCE DASHBOARD



Faces Captured

1,248



Return Visitors

312



Waiting Customers

14



Nearest Staff Match

93%



Service Alerts

27



Repeat Visit Rate

25%

Visits Over Time



Visit Breakdown by Zone



Recent Findings

Return visitor entered the store	12:34 PM
Customer waiting over 5 minutes	12:28 PM
Staff assisted customer	12:27 PM
High traffic in Apparel zone	12:20 PM

[View All Findings](#)

USED FOR

- Retail stores
- Customer loyalty programmes
- Staff monitoring
- Customer service improvement
- Queue / dwell monitoring
- Multi-site retail analytics
- Commission and performance support
- Secure visitor intelligence

BUSINESS BENEFITS

- Improve customer service response times.
- Recognize repeat customers and loyalty opportunities.
- Understand in-store visit behaviour.
- Measure staff engagement and proximity to customers.
- Support fairer commission and incentive models.
- Provide actionable reporting for management teams.

SEE MORE. KNOW MORE. SERVE FASTER.

IdentiSight empowers retailers with privacy-conscious facial intelligence — helping teams recognize return visitors, improve staff response, support loyalty strategies, and turn face detections into real operational insight.



IdentiSight
Identity Intelligence

Identity intelligence for smarter retail operations.

Cloud-Based • Secure • Scalable