

Town Talk Foods Harnesses the Power of AI Video Analytics for Shopper Insights

Town Talk Foods is a long-standing family-owned chain of grocery stores in Texas. As a licensed salvage retailer, they purchase groceries and restaurant supplies that would otherwise not be salable under strict industry regulations—enabling them to offer extreme discount prices to customers. In Town Talk’s store in Arlington, Texas, sales were flat and profitability was marginal, despite a growing local population. Driven by the need for accurate information about shopper demographics and behaviors, Town Talk recently implemented i3Di, an AI-based video analytics platform from PM AM Corporation. Six months’ worth of actionable insights from i3Di on shopper demographics, hours of operation, inventory outages, customer journey maps, and footfall projections enabled the retailer to optimize its marketing, operations, and merchandising. As a result, Town Talk was able to achieve 2021 sales goals two months early.¹

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Industry

Retail

Organization Size

51–200

Country

United States

Partners

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¹ For more complete information about performance and benchmark results, visit <https://www.intel.com/content/www/us/en/customer-spotlight/stories/town-talk-foods-customer-story.html>