



Aurora – Frequently Asked Questions

Who is it for? – Built for Retail, also relevant to:

Restaurants Post-Office Hospitality Gas Stations Specialty Stores

Any business or establishment seeking to optimize workforce productivity, enhance customer satisfaction and drive operational excellence through strategic staff rostering.

FAQ

- 1. Is a free trial available?** Absolutely! Sign up for our 14-day free trial without any obligations. We're confident you'll find it indispensable.
- 2. How do I get started?** Just hit the 'Request Demo' button at the top of our page. A member of the Aurora team will touch base with you, help you set things up, and answer any lingering questions.
- 3. What's the pricing model?** It starts from just \$3 daily per camera. Yes, you read that right. Quality doesn't always have to be expensive.
- 4. I'm worried about GDPR compliance. How do you handle that?** Your privacy is paramount. Every solution we design adheres strictly to GDPR's principle of privacy by design. Plus, our CIPP certification from the IAPP ensures that we maintain the highest standards of data protection in everything we do.
- 5. Which Meraki MV Smart Camera models are compatible with this App?** Our App is designed to work with all models. However, while MV32 is compatible, it might not be the ideal choice for optimal functionality with this App.
- 6. How does Aurora stand out from other similar SaaS solutions?** We pride ourselves on intuitive design, robust AI-driven insights, and unparalleled customer support. Aurora is not just another SaaS product; it's a comprehensive solution tailored for modern retail analytics needs.
- 7. Is there any long-term contract?** Our flexible pricing means you can choose the billing cycle that's right for you, be it monthly or annually. And you can cancel anytime.
- 8. What kind of support can I expect?** Our dedicated support team is available round the clock. Whether you've got a technical glitch or just need a walkthrough, we're here to help.
- 9. How secure is my data with Aurora?** Your data's safety is our top priority. We employ state-of-the-art encryption and security protocols to ensure your data remains uncompromised.
- 10. Can I integrate Aurora with other tools and platforms?** Aurora has integration capability with some POS systems and employee data.

What Aurora can do for YOU

Precision Marketing



Target the right audience with pinpointed campaigns, at the optimal moment.

Comparative Site Analytics



Compare and glean insights from varying store site performances.

Visual Re-Identification



Aurora's re-identification refines customer insights by distinguishing actual shoppers from staff and minors.



Cost-Efficient Rostering



Align staff schedules to demand ensuring peak times have adequate coverage & low hours have reduced.

Customer Flow Analysis



Analyze customer paths, from entry to exit, spotlighting sales boosters.

Rapid Insights



Deploy analytics across your retail chain swiftly, gaining insights in real-time.