

Improve your retail business with network-based people counting

A network-based people counter is an accurate and efficient tool to improve store operations and customer service. It not only tracks the number of customers in selected parts of the store, but also provides a set of tools that makes it possible to quickly improve store operations and customer service. The system is installed as part of the IP network, making relevant information accessible from anywhere at any time.

With a network-based people counter there is no need to spend days gathering and analyzing customer data. Instead, statistics from several stores can be viewed and evaluated simultaneously, in real-time. This makes it possible to take immediate or long-term action to:

- > Optimize store performance
- > Improve customer service
- > Improve marketing and promotion efforts

Store optimization

Conversion rates. This is the key indicator of a store's performance, indicating the number of visitors who buy something. Monitoring conversion rates by stores or hours makes it easy to evaluate best practices and devise methods to increase sales.

Customer flow analysis. The network-based people counter provides a clear view of customer flow, so that changes can be made to revive dead areas and eliminate bottle necks. Once the changes are made, it is easy to evaluate the impact on e.g. customer movement and average sales amount.

Space value. Knowing how customers move helps to determine premium locations and gives invaluable information about strategic product placement. It is also a priceless aid when selling shop or merchandise space in a mall or a store.

Highlights

- > Monitoring and comparison of conversion rates
- > Customer flow analysis
- > Queue management and staff allocation
- > Evaluation of marketing and display efforts
- > Real-time access to statistics



Data from the people counter provides valuable input when designing the store layout.

	Today	Yesterday
Visitors	76	27
Buyers	45	13
Did not buy	31	14
Turnover (USD)	2198	621
Conversion rate (%)	59.21	48.15
Average basket (USD)	28.92	23.00

A network-based people counter allows integration with POS data to analyze customer behavior.

Improved customer service

Queue management. A network-based people counter can automatically send an alert when queues reach a pre-defined length. Therefore, the number of open cash counters can be adapted to the actual need. This ensures minimum waiting time and increased customer satisfaction.

Staffing. In order to optimize staff shifts and opening hours, it is essential to know the customer flow at different times. Accurate data makes appropriate staffing possible at all times to improve customer care.

Efficient evaluation of marketing and promotion

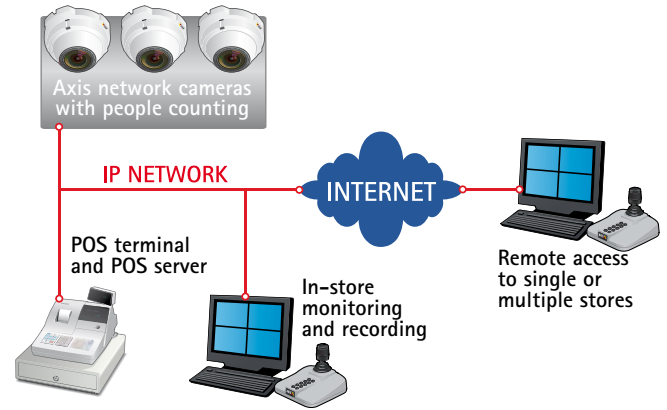
Marketing evaluation. With a network-based people counter, it is easy to measure the effect of marketing efforts. A successful campaign increases the number of customers, the average basket size and/or the number of sold promotion items. Customer and POS metrics are only a click away, allowing for strategic marketing decisions to boost sales.

Displays and end-caps. In the same way it is easy to evaluate the effectiveness of a display window or in-store displays. The impact of a redecoration is seen immediately, indicating what merchandise attracts walk-by traffic and results in a purchase.

Overall, a network-based people counting system, integrated with the POS system, provides an efficient tool to analyze and evaluate customer behavior and response.



The network-based people counter is a powerful aid in creating display windows that attract walk-by traffic.



Real-time or historic customer statistics are easily accessed from anywhere at any time.

Why network video?

Network video provides a whole new level of pro-active surveillance and monitoring. Axis network video solutions make the difference for retail, by addressing key issues simultaneously - security and safety, loss prevention, store optimization and customer service.

Based on open standards and an intelligent, future-proof platform, Axis network video solutions will meet your needs, now and in the future. They offer the fastest return on investment, thanks to seamless integration with existing infrastructure, ease of use and maintenance, and easy access to video and recordings from anywhere, at any time, over the IP network.

Why Axis?

Axis is the world's leading expert in network video. The company introduced the world's first network camera in 1996, and continues to lead this market, thanks to cutting-edge solutions that deliver real value for every kind of retail application. With more than 20 years of experience, the largest installed base of network video products, and proven installations in retail environments across all continents, Axis is your partner of choice in network video.

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